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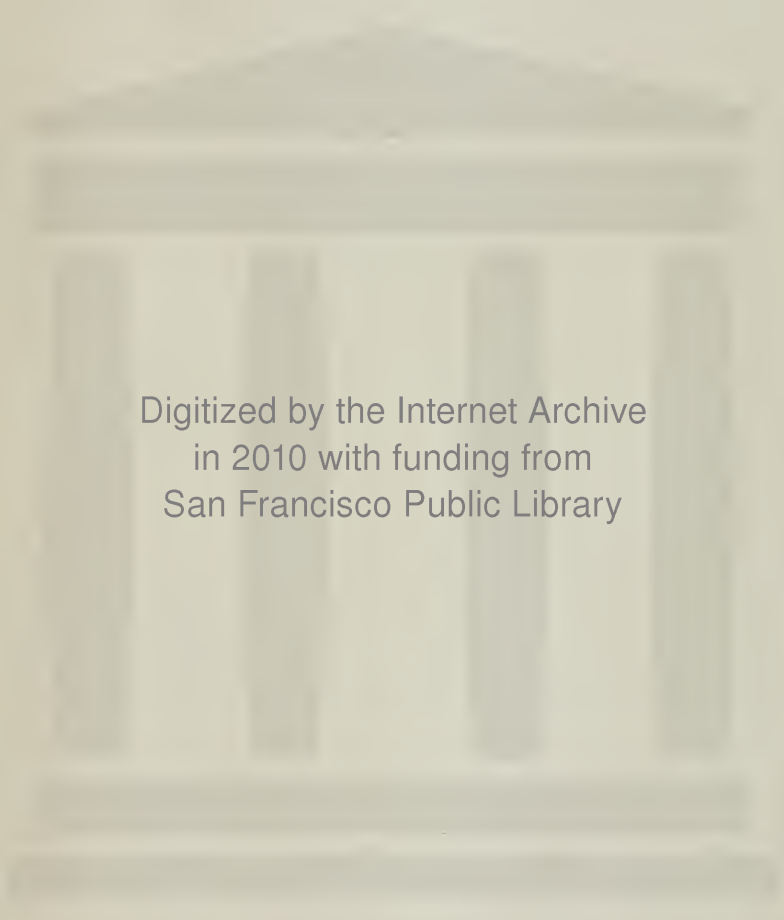
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The Business Woman

SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 11

JANUARY 6, 1934

No. 1

Weekly Program



Coming Events

- January 8—Book Section, 7:30 P. M.
January 9—Dramatic Section, 7:30 P. M.
January 11—Choral Section, 6:45 P. M.
January 11—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer
Rose Bezek Lucy Thompson
Allene Schuerbrock Margaret Brandt
Edith Clark

SECTIONS

- Book—Second Monday, 7:30.
Civic Section—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ARE YOU INVITED?

Indeed you are, and you just couldn't bear to miss our annual Card Party, to be held in the Gold Ball Room of the Fairmont Hotel, on Thursday, January 18. This is a real Party, with a capital P, and is your opportunity to enjoy an evening at the Fairmont with some of your friends from outside the club as guests. There will be tables of Contract and of Auction, and for those who just can't see the fun in Bridge there will be special tables of Michigan, Rummy, Whist, and—well, we can't tell you *everything*. The non-Bridge players will be in charge of Judge Theresa Meikle, who will see that you all have a good time and that you are right there at the big moment when the prizes are distributed.

Yes, those prizes will be something extra fine, and all will be door prizes—the lucky numbers will win. There will be four money prizes, of \$10, \$5, and two of \$2.50. And then come some lovely merchandise gifts, in quite a variety, in charge of Jessie McKinney, who knows just what will be most acceptable. These are coming from various San Francisco firms, and if Santa forgot one of the presents you particularly wanted, that may be just the thing that Jessie has in store for you.

If you have not already secured your tables or tickets, please get in touch immediately with Mrs. Burlingame, who will see that you are taken care of through the club rooms or by one of the committee. And remember those friends that you haven't seen for so long and who would love to join you on this gala occasion. Perhaps some of them would like to take tables, too, and if they do, you can promise them a delightful evening.

The price—\$3 a table, or 75c for single tickets.

This will be our final social event under the presidency of Bertha Dale, so let's all help to make it a great success.

MARION MORRIS, *Chairman.*

The Business Woman

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 Associate Editor.....Dr. Phillis Bourne
 Club Reporter.....Dr. Adah Ruth Taylor
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 Executive Secretary.....Irma M. Burlingame
 Treasurer.....Alice B. Kennedy
 Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
 Rae Morrow Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
 Except Saturdays

ARE WE AMBITIOUS IN OUR CLUB?

Ask Dr. Crockett—she has organized eight members of the Civic Section into a group for a panel discussion of CRIME—Its Cause and Cure—at our program meeting on January 16. If any eight people in the world can handle such a subject effectively in one evening the eight who are chosen for this event can do it.

Plan to drop in for this discussion. It may save you from any future misstep.

E. S. A.

MY LADY'S DATE BOOK

If at any time your copy of THE BUSINESS WOMAN should go astray in the mails, tune in any weekday morning on Station KGGC at 11 o'clock for the program, "My Lady's Date Book," and you will hear an announcement of the activity of your club for the day. Station KGGC is located at 230 Eddy Street, and this announcement of our various affairs and section meetings will be given to our members and friends through the courtesy of the station.

WHAT WOMEN ARE THINKING

Mrs. W. B. Hamilton has mailed to the club the articles under this heading by our members which have appeared in the *Chronicle*. Everyone who has not seen them will be interested to read what Clotilde Grunsky, Ida J. Lord, Suzanne Bolles, and Mrs. Hamilton have written. These articles are to be followed by others by our members: Genevieve Allen, who will write on "Equal Rights"; Doctor Adelaide Brown, Violet Neuenberg, Mabel Johnson, Florence Kahn, Theresa Meikle, Lillian Palmer, Esther Phillips, Emily Williams, and our president, Bertha Dale. We are proud of these women who have something vital and stimulating to tell us, and who are noted, as Mrs. Hamilton says, for straight and clear thinking.

BOOK SECTION MEETING

At the Book Section meeting on Tuesday evening January 8, 7:30 in the club rooms, Mrs. Joseph Whitnah, of Berkeley, will review for us "The Marks of an Educated Man", by the psychologist Albert Edward Wiggam. This book is not particularly new, but well worth reading. Mrs. Whitnah has had years of experience with the social problem of life and we feel sure she will give a very ab account of Mr. Wiggam's book. Do come and bring your guests.

GRAYCE DEMPSEY, *Chairman.*

CHRISTMAS CHEER FUND

Always it has been the aim of this committee to reach the business woman temporarily in distress. Last year we believed this to have been achieved to the fullest possible extent. This year an entirely different type of work was done. It was found that food and shelter for the unemployed were being furnished through the various governmental agencies in exchange for services, but that many women were in dire need of personal necessities. Most of these women work 5½ days, stay home a week, and then work another 5½ days. They receive no salaries but are given car fare for the days they work. Clothing, stockings, sanitary necessities, tooth paste, tooth brushes, are dire needs, but they are without funds to procure them.

After careful consideration your committee decided to abandon its usual practice of furnishing dinners only. Thirteen cases reported to us were believed warranted the giving of the usual Christmas dinner. These were provided, with thought for the children in each case, and, as is our usual custom, the children in the McKinley Home were remembered in the same manner.

Our attention was then directed to the purchase at the best figure possible, of those personal articles so badly needed by the business women on relief. We purchased a gross of Revelation tooth powder, the same number of boxes of sanitary napkins, one hundred tooth brushes, and after some shopping around were able to secure a very good buy on silk stockings. One hundred pairs were secured and each placed in a waxpaper container, a card of greeting from the club was enclosed, and the envelopes were sealed with Christmas seals. Your committee made no effort to reach these women individually, but instead turned these articles over to Mrs. Lillian M. Hall and Mrs. Estelle Prager, who daily contact the girls and know those who are most deserving. The committee wishes to express its appreciation of the handling of details by these two busy members.

To those other members whose contributions made this work possible, we wish to express our thanks as well as to those who contributed glasses of jam, jelly, a carton of rice, and a box of dried raisins. Each and every gift, whether cash or otherwise played its part in bringing happiness to these unfortunate people.

We have disbursed \$233.77, as reported by your chairman last Tuesday evening at the business meeting. The personnel of the committee was: Clotilde Grunsky, Johanna Heim, Isabelle Banz, Nettie Smith, Agnes Bowyer, Jean Kerrison, Lillian M. Hall, Estelle Prager, Lydia Floan, and Belle McDonald, to all of whom the chairman wishes to express her appreciation of their co-operation and assistance.

MAE BARR LONG, *Chairman.*

HAVE YOU BOUGHT YOUR TABLE FOR OUR ANNUAL CARD PARTY?

ARE WOMEN TO BE CHATTELS?

Mussolini's latest edict regarding women is to limit their employment to 5 per cent of the total number of workers on the payrolls of all state or municipal public offices.

Under the Hitler dictatorship 200,000 women must either return to their homes and engage in unpaid labor or join the ranks of domestic servants.

Under Section 213 of the Economy Act of 1933, our own government continues to dismiss married women from their positions without reference to their efficiency or loyal service. The example set at Washington is being followed over the country without "time or reason."

What do the man-made governments of the world hope to gain by this seemingly concerted effort to reduce women into a dependent status such as they have so recently risen above? As in Germany there is still domestic service open if one must earn a living, but the one great and universal means of earning would be marriage—making of it a sort of legalized prostitution. Marriage from choice on an equality basis is commendable—but to marry for the sake of a "meal ticket" is despicable!

Forced wifehood and forced motherhood can never be the standard of intelligence so much needed in the world today. Women must be granted freedom of action and occupation if they are to fulfill their rightful destiny in the developing of a better civilization. History proves again and again that "No race rises higher than the women of that race!"

One of our great leaders, Elizabeth Cady Stanton, said years ago: "Lifting woman into her proper place in the scale of being is the mightiest revolution the world has yet known." The thinking men of the world today are fighting hard against this single backward step!

Straw hats in January! Always a surprise! And Kay is making them as fast and as smart as her nimble fingers will work . . . adorable ones right out of *Vogue* . . . of straw cloth, so very new, in any color you want . . . for \$5 and up . . . right on your head . . . Remodeling, \$3 . . . at

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CLUB NOTES

ADAH RUTH TAYLOR

A message from Doctor Spriggs tells us that she expects to spend most of her time in Southern California. She sends best wishes to the club members for a happy and prosperous New Year. Doctor Spriggs' permanent address will be Box 44, Lomita, Los Angeles County.

Mrs. D. Roach Withers is spending the New Year holiday in Sacramento, and Susie Peers is in Colfax for the holiday season.

Frances Raymond went to Portland on a business trip Tuesday, December 26.

Elizabeth Dutot has moved to the Fairmont Hotel while the Clift is undergoing a more or less complete transformation, which will convert it during a three months' period into an apartment hotel.

Rose O'Brien has also moved from the Clift to the Plaza Hotel, where she will be open for business on February 1. Mrs. O'Brien's apartment number will be the same as at the Clift, 201. We wish her much success for the new year in the new location.

We hear that Gladys Smith was in Hollywood recently and that she tried to cut in on Marie Dressler. However, she is back at work in the Assessor's office.

Changes for your roster:

Susan Magill, 1328 Hyde Street, PROspect 6941.
Olive Chavand has moved to 1240 Bush St.

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San Francisco

CHORAL NOTES

On Christmas Eve, the Choral did their bit toward making the occasion a happy one for the children at Hill Haven. After the carols were sung, Santa Claus (Jack Long), skipped in to the tune of "Jingle Bells" to distribute the toys and candy to the delighted youngsters.

Next Sunday evening the Choral will present the cantata, "The Babe of Bethlehem", at the Elmhurst Presbyterian Church. The pastor of this church is the Rev. Wm. L. Staub, brother of Grace Staub, who is one of the Choral's most faithful members. The Choral counts among its pleasures the annual visit to this little church to sing their Christmas music for they are always assured of a cordial welcome and enthusiastic listeners.

ELSIE MACLAREN.

PLEASE TAKE STOCK

On behalf of the executive secretary THE BUSINESS WOMAN asks each member who has a book (or books) from our club library which she has had, inadvertently, for a longer period than is legally permissible, to return it (or them) to the club rooms during this first week of the new year. Run over your book shelves, and perchance you may find a volume or two which you have overlooked, and which will be welcomed back with gladness and gratitude. In this connection, you will be amused by a clipping you will find on the bulletin board, an article from the *Chronicle* by Joseph Henry Jackson in his daily column. He is forming a club to be called the S. S. O. B.—for further explanation, read the article. Most of us are eligible for membership.

BUSINESS WOMEN'S LEGISLATIVE COUNCIL

Recent bulletins from this fine organization of business and professional women in Los Angeles, many of the members of which are our personal friends, contain, as always, much of interest to all women in gainful occupations. Under the heading "National Affairs", appears the following from their December bulletin:

At the recent Biennial of the National Woman's Party in Baltimore, November 4 and 5, Dr. Anna Louise Strong, the "oldest American resident" in the new Moscow of the Soviets, spoke as follows after listening to the recounting of the many discriminations against women still practiced in this country:

"The list of women's inequalities comes as a shock of surprise to one who has lived for several years in a country where no disabilities whatever exist on account of sex . . . There is no occupation, even that of general in the army, which lacks its share of women.

"The young girls of my acquaintance plan their future work without reference to marriage, just as men do. . . They expect to keep on with their work even though married, to have children on 'paid vacation' and to leave those children in well-run nurseries during the day's labor. Women, like men, do both public work and home work. Incidentally, the

men also do not feel degraded by helping their wives with housework at the end of the day."

Perhaps the recognition of Russia by our count and a more intelligent viewpoint regarding experiments going on there will help materially to bring about the passage of the Equal Rights Amendment we so ardently hope for.

Another brilliant speaker at this biennial was Gail Laughlin, lawyer and member of the Mail legislature. She said: "Economic equality is the keystone of all equality." That efficiency is the only test for getting employment, and that she did not believe that an "incompetent with 11 children" should be paid more than an efficient worker with three."

Miss Laughlin is well known in this state as a pioneer among the women lawyers and an active club woman.

Geline MacDonald Bowman, president of the National Federation of B. and P. W. Clubs, wrote editorially as follows: "Into the changing order of social, political and economic—we must integrate the contribution of women as differentiated from that of men, a contribution valuable because of the very differentiation, and based upon the principle of a cooperative civilization instead of the discredited, highly competitive system. . . largely responsible for world chaos today. This is the duty of business and professional women, as it is of every other group."

Upton Sinclair, well-known Socialist writer says: "In a time of crisis such as the present, when competition becomes deadly, it is the women who are carrying the heaviest burdens. This is true whether they are wives who have to make a home for unemployed men, or mothers who have to provide three meals a day for growing children. It is true if they are breadwinners who get jobs because they cannot be made to do the same work as men for lower wages and it is equally true when a minimum wage law is passed and they lose their jobs because men can do more work for the same wages." Mr. Sinclair has "fought for many years for the recognition of women as human beings and citizens."

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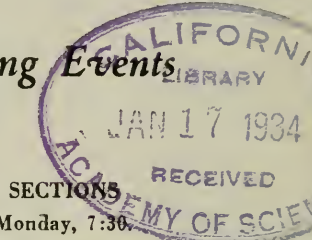
JANUARY 13, 1934

No. 2

Weekly Program



Coming Events



January 16—Dinner, 6:15 P. M.

Western Women's Building.

Panel Discussion, Crime: Its Cause and Cure.

January 18—Choral Section, 6:45 P. M.

January 18—Thursday Open House adjourned to the Fairmont Hotel for Annual Card Party.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

LAST CHANCE FOR TICKETS

There are just a few more tables left for our annual Card Party, to be given next Thursday evening, January 18, in the Gold Ball Room of the Fairmont Hotel. So make up your table at once and get your tickets from Mrs. Burlingame or one of the committee members. If you have bought single tickets, please notify us with whom you are playing, or let us know if you wish assistance in arranging for table companions.

Jessie McKinney has been busy interviewing those who have offered to donate door prizes, and she already has on her list the Grebbie Shop, the Gregg Publishing Company, California Theaters Association (Hulda McGinn), I. Magnin, O'Connor-Moffatt, and Patrick & Company, besides a number of others. These, together with the cash awards of \$10, \$5, and two of \$2.50 each, are to be chosen consecutively by those who draw the lucky numbers. So, no matter what game you play, you are eligible for a pleasant surprise. And remember, too, that those who do not play Bridge are especially invited to come and join in the other games that are being planned for your particular enjoyment.

Committee members, if they have not already done so, are asked to send in their reports immediately, together with money collected for tickets, to Amanda Heuermann, so that final arrangements can be made for the big night.

The price—\$3 a table, 75c a ticket.

Please bring your own playing cards.

And so—we'll be seeing you Thursday night!

MARION MORRIS, Chairman.

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Rae Morrow Margery E. Shaffer

CHAIRMAN OF STANDING COMMITTEES

Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Gracey Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CRIME—ITS CAUSE AND CURE

Program sponsored by the Civic Section. Topic: Crime—Its Cause and Cure. Panel discussion under the leadership of Dr. Crete Crockett.

Carolyn Weber will lead the discussion. Doctor Freda Kruse will state the case. The other panel speakers will be Esther Phillips, Rae Morrow, Letitia Farber, Genevieve Allen, Clare Redheffer, and Vivian Yarbrough.

If you can find the hour to spare at this always busy time you will be well repaid by attendance at the program meeting on January 16. The discussion on crime will be pointed and informative. So much of the future development and wholesome growth of the social life of the American people depend upon understanding of some of these basic facts that we should welcome any opportunity to become enlightened. The members of the panel who are to handle this discussion are well able to give us facts that are illuminating.

TICKET FOR 1934

In accordance with Article IX, Section 2, of the By-Laws, the Nominating Committee herewith submit, for your consideration, candidates for office during the term 1934-35. We have given careful consideration to personal qualifications, past service, willingness to serve, ability to carry on the aim and traditions of our club, and we take pleasure in presenting the following candidates:

President.....Miss Sylvia Kempton
First Vice-President.....Miss Margaret Torreyson
Second Vice-President.....Miss Marion Morris
Secretary.....Miss Gracey Dempsey
Treasurer.....Mrs. Amanda Heuerman
Auditor.....Miss Ethel Johnston

Directors of whom two will be elected:

Miss Betty Walton Miss Elizabeth Adam
Mrs. Elsie T. Monte Miss Clara Brown

Respectfully submitted,

FLORENCE C. ATTRIDGE,
NELL C. BOARDMAN,
CAROLYN WEBER,
Chairman.

Section 3, Article IX, of the By-Laws, provide that: Any twenty-five members of the club may compose an alternative ticket of candidates for the Board of Directors and officers upon their signing the same and filing it with the secretary of the club at least two weeks before such annual meeting of the club, and the list of the candidates so proposed shall be posted upon the bulletin board by the secretary within two days after filing, and thereupon such alternative list or ticket shall be also voted upon at such annual meeting.

FLORENCE C. ATTRIDGE, Recording Secretary.

THE WORLD WE CREATE

A song for the idle who roam at will,
And a shrug for the men who shirk,
But who will sing of the prick and sting,
Of the bitter taunt and the cruel fling,

To the man who has no work,
The man who will delve if he had the chance
Or with saw or with plane would build,
Or would give a turn to a thought to burn
Like an opal flame in a golden urn,

If the dream of his life were filled?
Oh, who can tell of the bitter shame
To sink from man's estate,
And to humbly take for his children's sake
The coin that is flung! Oh, the hearts that break
In this world that we create!

For the plan of God was the same for all,
The right to be and do;
If only we would learn to see
That the world was made for you and me,
And not for a chosen few.

And we call it fate when our brother falls
Because of the load we give,
Who suffers need through others' greed,
Trampled by selfishness though he bleed
That others at ease might live.

Oh, the saddest sight in the world today
Is our neighbor passing by
With a weary pace and a blanching face,
Who is out of work and out of the race.
And we make it—you and I.

ANNUAL CARD PARTY

Thursday, January 18, 1934

CLUB NOTES

ADAH RUTH TAYLOR

Carolyn Weber was in the south last week. She attended the board meeting of the State Federation at Mission Inn, Riverside, and visited with friends.

We have received New Year's greetings from Violet Neuenberg, who is enjoying the winter sports in Yosemite Valley.

Our auditor, Amabel Wilson, is acting as mother for her two nieces, a new role for Miss Wilson.

A letter from Edyth Wiltse tells us that she had a delightful trip to Florida. Mrs. Wiltse sends greetings to her many friends in the club, and writes that she would be happy to hear from them. Her present address is Hotel Detroit, St. Petersburg, Florida.

Members will be delighted to hear that Margaret Wiley will be at home in the city on Wednesday, January 17, and is reporting back to her office.

Season's greetings and best wishes for the New Year have been received from Dr. Alice Goss. Dr. Goss writes that she would enjoy seeing any of the members who care to come out to 2770 Lombard Street to visit her.

Details of Mabel Pinger's delightful motor trip to Washington, D. C., from her home in Ohio have come to us in a recent letter. Leaving Gahanna on October 18, spending the night at Pittsburg en route, Mabel was enthusiastic over the gorgeous sunset, orange, and yellow of the autumn coloring, and compared the scenery through the Alleghenies to the Santa Cruz Mountains. This letter describing her trip was written on December 28, and Mabel is missing our equable winter climate a lot, as she has been having below zero weather. Here's hoping through some good luck she may be with us next winter.

A series of talks, several to be made by our attorney members, has been arranged by Judge Theresa Eikle for the City and County Federation of Women's Clubs under the general title, "Know Your Laws Regarding Women." Last Monday, Miss Naomi Hammond talked on laws pertaining to children. On January 29, Letitia Farber, chairman of committees for the City and County Federation, and district Federation chairman of legislation, will speak on "The Trend of Ownership from Community to Separate Property." On February 4, Esther Phillips, Deputy United States District Attorney, will speak on "Wills," and on February 12, our first vice-president, Margaret Torreyson, will discuss "Liability of Stockholders in a Corporation and also Association and Liability as Partner."

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ELECTION BOARD

At the business meeting on January 2, 1934, the president appointed the following members to serve as the Election Committee, at the election on February 6, 1934:

BELLE SIMMONS, *Chairman*;

EDNAH BUTLER

JENE BISHOP

MARGARET BELL

ANNE ATTRIDGE

FLORENCE C. ATTRIDGE, *Recording Secretary*.

CONTRACT CLASSES

We are reorganizing the contract classes and now have an opening for a new class. We have four applications, and are very anxious to have four more, in order to start this new class as soon as possible. The lessons are most reasonable, only \$2.00 for six lessons of two hours each, and the classes have been so enthusiastic that it has been necessary to consolidate other classes in order to make room for this new one. If you are contemplating taking lessons, phone me during the day at KEarny 6684 or in the evening at MAket 3698. Everyone is Bridge Minded, so why not YOU?

CAROLINE BACHICH, *Chairman*.

QUARTERLY MEETING

On January 28 (Sunday) the San Francisco Club will be hostess at the quarterly meeting of the Bay District of the California Federation. A meeting of the board of directors will be held in the morning in our own club rooms, followed by a business meeting. Luncheon will be served in the ballroom of the Western Women's Building, and our guests will be entertained by a program of music and drama afterward. Keep this Sunday free to attend the Bay District luncheon, as it is a delightful way to get acquainted with the members in the nearby clubs.

Straw hats in January! Always a surprise! And Kay is making them as fast and as smart as her nimble fingers will work . . . adorable ones right out of *Vogue* . . . of straw cloth, so very new, in any color you want . . . for \$5 and up . . . right on your head . . . Remodeling, \$3 . . . at

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Fifth Floor

Next to Breuner's

"THE LAST WILL AND TESTAMENT OF CHARLES LOUNSBERRY"

(With her usual thoughtful kindness, Nan Lawrence has sent the following to THE BUSINESS WOMAN for those members to whom it is new. Thank you, Nan, for your fine cooperation with the staff all through the year.)

"I, CHARLES LOUNSBERRY, being of sound and disposing mind and memory, do hereby make and publish this my last will and testament, in order, as justly as may be, to distribute my interest in the world among succeeding men.

"That part of my interests which is known in law and recognized in the sheepbound volumes as my property, being inconsiderable and of none account, I make no disposition of in this my will. My right to live, being but a life estate, is not at my disposal, but, these things being excepted, all else in the world I now proceed to devise and bequeath.

"ITEM: I give to good fathers and mothers, in trust for their children, all good little words of praise and encouragement, and all quaint pet names and endearments; and I charge said parents to use them justly, but generously, as the needs of their children shall require.

"ITEM: I leave to children inclusively, but only for the term of their childhood, all and every, the flowers of the fields and the blossoms of the woods, with the right to play among them freely according to the customs of children, warning them at the same time against thistles and thorns. And I devise to children the banks of the brooks and the golden sands beneath the waters thereof, and the odors of the willows that dip therein, and the white clouds that float high over the giant trees.

"And I leave to the children the long, long days to be merry in, in a thousand ways and the night and the train of the Milky Way to wonder at, but subject, nevertheless, to the rights hereinafter given to lovers.

"ITEM: I devise to boys, jointly, all the useful, idle fields and commons where ball may be played, all pleasant waters where one may swim, all snow-clad hills where one may coast, and all streams and ponds where one may fish, or where, when grim winter comes, one may skate, to hold the same for the period of their boyhood. And all meadows, with the clover blossoms and butterflies thereof; the woods with their appurtenances; the squirrels and the birds and echoes and strange noises, and all distant places which may be visited, together with the adventures there found. And I give to said boys each his own place at the fireside at night, with all pictures that may be seen in the burning wood, to enjoy

without let or hindrance or without any incumbrance or care.

"ITEM: To lovers I devise their imaginary world, with whatever they may need, as the stars of the sky, the red roses by the wall, the bloom of the hawthorn, the sweet strains of music, and aught else they may desire to figure to each other the lastingness and beauty of their love.

"ITEM: To young men, jointly, I devise and bequeath all boisterous, inspiring sports of rivalry and I give to them the disdain of weakness and undaunted confidence in their own strength. Though they are rude, I leave to them the power to make lasting friendships and of possessing companions and to them exclusively I give all merry songs and grave choruses to sing with lusty voices.

"ITEM: And to those who are no longer children or youths, or lovers, I leave memory; and bequeath to them the volumes of the poems of Burns and Shakespeare and of other poets, if there be others, to the end that they may live the old day over again, freely and fully, without tithe or diminution.

"ITEM: To our loved ones with snowy crowns I bequeath the happiness of old age, the love and gratitude of their children, until they fall asleep."

NOTE: The above document is the last will and testament found in the pocket of an old, ragged coat belonging to one of the patients of the Chicago poorhouse after his death. According to the Newark (N. J.) Museum, which has printed copies of the will, the man had been a lawyer, and the will was written in a firm, clear hand on a few scraps of paper. So unusual was it that it was sent to a lawyer. He read it before the Chicago Bar Association, and a resolution was passed ordering it printed. Now it is on the records of Cook County, Ill.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JANUARY 20, 1934

No. 3

Weekly Program



Coming Events

January 23—Dramatic Section, 7:30 P. M.

January 25—Choral Section, 6:45 P. M.

January 25—Thursday Open House.

Hostesses

Margaret Bell

Elsie Maclaren

Louise Stivers

Susie Hicks

Allene Schuerbrock

Maude McLaughlin

January 28—Bay District Meeting.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

BAY DISTRICT MEETING

The Quarterly Board and Business Meeting of the Bay District Business and Professional Women's Clubs of California:

PLACE—Western Women's Club, 609 Sutter Street, San Francisco.

TIME—Sunday, January 28, 1934. Board meeting, 10:30 A. M. Regular business meeting, 11 A. M. Mrs. Mable Gregson, District President.

LUNCHEON—Ballroom, 12:30 P. M., \$1.15 per plate; tax 2c. Reservations, Mrs. Irma Burlingame, Western Women's Club, not later than January 26. Office open 11 A. M. to 4 P. M.

San Francisco Business and Professional Women's Club will act as the hostess club and will arrange for the luncheon and program.

A nominating committee for the Bay District will be elected at the business session.

BEULAH C. SCHINDLER,
Corresponding Secretary.

San Francisco members: Please note that your reservations must be in by Friday afternoon, January 26. As you know, the club rooms are not open on Saturdays. The program arranged by our program chairman, Elizabeth Adams, is varied and delightful. The Dramatic Section, Rose Bezek, chairman, Eva Smith Hackett, director, will present a skit. Miss Louise Fordham, who sang so charmingly at our fashion show last year, will sing three songs. Miss Fordham comes to us through the courtesy of our president. Our own Choral Section, Mae Barr Long, chairman, and under the leadership of Florence Drake Le Roy, will sing *La Reina and Sevilla*, by Francisca Vallejo; *Morning*, by Oley Speaks; *The World Is Waiting for the Sunrise*, by Seitz. Be sure to get your reservations in by 4 o'clock on Friday afternoon.

THANK YOU, ALAMEDA CLUB

THE BUSINESS WOMAN has received the January number of *The Scroll*, the official bulletin of the Alameda Business and Professional Women's Club. We were proud and happy to notice on the front page, where the calendar of the club for the entire month of January is set forth, our Civic Section meeting of Tuesday, December 16 (Panel Discussion on Crime), listed with the numerous and varied activities of the Alameda Club. We are so glad to welcome the members of out-of-town clubs at our open meetings, and hope that Alameda Club noticed the announcement and came over to our dinner.

FIFTH ANNUAL BOOK FAIR

The Fifth Annual Book Fair will be held in the M. H. de Young Memorial Museum, February 1 to April 1, 1934, between the hours of 10 A. M. and 5 P. M. daily. In addition to rare Handcraft books, both Oriental and Occidental, and the usual Book Plates, Fine Bindings and Graphic Wall Displays, there will be scattered through the galleries portrait busts of David Starr Jordan, Joaquin Miller, Edwin Markham, Luther Burbank and John Muir, by Gertrude Boyle Kanno.

A special feature will be a collection of Broad-sides done by outstanding commercial printers with the idea of encouraging art printing among the solely commercial products. Printing is the greatest industry of the Bay region, amounting to over sixty million dollars a year and giving employment to more than twenty-five thousand persons. The quality of the work done places California in the front ranks of Handcraft printing in all forms.

At the last exhibition more than 167,000 persons registered attendance. Mrs. Frederick H. Colburn is the founder and will be in charge of the exhibit.

The Business Woman

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BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
 Associate Editor.....Dr. Phillis Bourne
 Club Reporter.....Dr. Adah Ruth Taylor
 Accounting.....Jean E. Kerrison
 Advertising.....Cecilia Spade

OFFICERS

President.....Bertha J. Dale
 First Vice-President.....Margaret Torreyson
 Second Vice-President.....Sylvia Kempton
 Recording Secretary.....Florence C. Attridge
 Executive Secretary.....Irma M. Burlingame
 Treasurer.....Alice B. Kennedy
 Auditor.....Amabel Wilson
 Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
 Rae Morrow Margery E. Shaffer

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
 Except Saturdays

LOOKING BACK AT EIGHTY-FIVE

"I have learned that friends are among our greatest assets—and to have friends, one must be a friend," so said Mrs. Elizabeth Schimpf, mother of Matilda (our Merry Sunshine), who did us the honor to join with Dr. Susan Harris Hamilton, Fern McGrath, Garnet Slaughter, and Netta Jones, members, who gathered to celebrate the birthdays of our January girls at Thursday Open House.

Dr. Hamilton told us what Birthdays mean to her—and she spells them with a capital B—she has always greeted them with joy, but they grow more precious each year! She went on to say that it seems to her a day to take stock of self and find out whether we are contributing anything to life. If nothing is coming from within, nothing will return there. If we find we are happy, it is because we are sharing and serving to the fullest extent of our capacity with those we contact . . . and that that capacity should grow each year, with our deeper understanding of life and its needs.

Indeed, any of us who have felt, as birthdays roll past, it's just another year nearer the end, missed an inspiring event which gives courage for braver journeying, by not being present to greet Elizabeth Schimpf and hear Dr. Hamilton's fine talk on "Birthdays." And, then, there was the prize—ask Fern McGrath about that.

Our thanks go to Madelon Saxon for the delicious home-made cake which went with our usual cup o' tea; and to Mary Eleanor's for our birthday cake.

INTERCLUB CO-OPERATION

Our attention has been called to the notice sent to members of the Women's Traffic Club by their president, Beulah Morris, announcing their dinner meeting on Thursday evening. They had a very fine speaker, Dr. Herman de Fremery, talking on the "Psychology of Happiness and Emotional Control." But the section of the notice that was particularly pleasing, and for which we wish to thank President Morris, was the one urging the members to be at dinner promptly at 6 o'clock in order to adjourn in time for attendance at our annual ear party, as many Traffic Club members had taken tables, and ending with the words, "Let's co-operate!" That's the spirit, Traffic Club. We thank your president and the members of your club. It is what we have always received from that fine group of girls whose friendship through the year has grown to mean so much to us.

GREETINGS FROM KANSAS CITY

The Kansas City Business and Professional Women's Club sends greetings to the San Francisco Club. Fern McGrath visited them on her recent trip. Monday night is club night, with informal dinner served in the lounge and a meeting afterward. The night the Needlework Guild put on a show, "Charitable Torture"—all dressed up in old-fashioned clothes, singing old-fashioned songs, and an Arkansas hill-billy, who was excellent. It is a jolly get-together.

The Sunday following was to be a membership tea—a good place to bring prospective members.

The club has a lovely lounge in one of the downtown office buildings, next to its tea room. This tea room has been managed for years by Miss Evar and is very successful. The public is invited, and there is a good crowd every night, as well as at noon.

The club was very interested in hearing Fern tell all about the famous San Francisco Club.

CLUB NOTES

ADAH RUTH TAYLOR

Our president, Bertha Dale, and past president Charlotte McClelland, attended the Presidents and Past Presidents' dinner in San Leandro last Tuesday evening.

Mrs. Rose McKenna is giving several talks on *Thrift and Budgeting*, her first over Station KY on *Family Income*; at Everett Junior High on *Vocational Guidance*. On January 22, Mrs. McKenna will talk before the 16th District P.-T. A. at the Oakland Women's City Club, her subject, *Thrift and Budgeting*, and in Merced on the 24th on the *Influence of Thrift in the Life of a Child*.

Your Walter has just heard of Nevada Pope's marriage some three or four months ago. How did the girl keep it from Winchell? At any rate, best wishes for your happiness, Mr. and Mrs. Matthew.

Louise Buck is back at her office after twelve days confined to bed in her home. Miss Buck suffered slight concussion of the brain and painful body bruises, and her car was such a complete wreck after the accident, that only the front tires were salvageable.

The club extends deepest sympathy to our members who have lost loved ones recently. Johann Heim's younger brother passed away suddenly on the 9th. Alice Kennedy's brother expired after lingering illness in Portland, Oregon, on the 8th, and Alice M. Ray's sister passed away in New York.

YOUR CANDIDATES

(Believing that the members will be interested in reading of the club service and professional or business careers of your officers for the coming year, Doctor Phillis Bourne, associate editor, has prepared the following brief biographies.)

By DOCTOR PHILLIS BOURNE

Miss Sylvia Kempton has been chosen by the Nominating Committee as candidate for president in the regular ticket of the club. She was born in Illinois, but came to San Francisco very young, and was graduated from the Lowell High School with two of our members, Miss Ethel Johnstone and Dr. Frieda Kruse. For the past fifteen years she has been assistant secretary to the Cannerymen's League of California, and for two years, assistant secretary to the Pineapple Producers' Co-operative Association, Ltd., also. The Cannerymen's League (with the Cling Peach Association) was the second market association to organize market agreement under the NRA, and which was accepted by the government.

Miss Kempton has been second vice-president of our club this year; was a director and chairman of the Dramatic Section in 1932; Finance Chairman for Miss Dale; worked on the Reception Committee for three years, and has served on the Membership and Publicity Committees, so really knows the running of the club from all angles.

Miss Margaret Torreyson has again been chosen as our first vice-president. She is serving now in that capacity. In 1927, Miss Torreyson joined the league, but not until 1929 did she find time to become actively interested in club work, and in 1932 she served as president of the League. She is a junior partner in the law firm of Athearn, Chandler and Farmer and Frank R. Devlin, a member of the Women's City Club and a past president of the Queen's Bench, association of women lawyers. (See the May 6, 1933, issue of THE BUSINESS WOMAN for more complete write-up of Miss Torreyson's career.)

Miss Marion Morris, court reporter in the Municipal Court for our Judge Theresa Meikle, has been very active in the B. P. W. C. She was editor of THE BUSINESS WOMAN in 1932 and is one of our directors this year. She is always busy in some way or the club; she was chairman of the committee which provided us with a new membership roster last year, and at present is chairman for the card party. Her name has been selected for second vice-president. (For more complete data of Miss Morris's life work, see THE BUSINESS WOMAN, January 8, 1933.)

Mrs. Amanda T. Heuerman has been selected for treasurer. Mrs. Heuerman, assistant secretary for the Walton N. Moore Company, joined the club in 1921. She attends the Civic and Book Sections regularly, and has been a member of the Thursday Night Reception Committee for some time. Mrs. Heuerman is also a member of the Women's City Club.

Miss Ethel M. Johnstone has been chosen for auditor. She is a charter member of the League, and was its first treasurer. Next she served as a director for two years and was their fifth president. She was also on the committees for Education and Membership, and, in fact, was vitally interested in every phase of the club's activities. One year she served as State Treasurer for the California League of Business and Professional Women. Miss Johnstone is a member of the Women's City Club. About seven years ago, with Miss Saline, she started a school for secretaries, which has gone steadily ahead.

In her spare moments she is an etcher and art student.

(Through inadvertence and circumstances neither could control, our associate editor, Dr. Bourne, and the candidate for recording secretary, Miss Grayce Dempsey, were unable to meet in time for this issue of THE BUSINESS WOMAN, so Miss Dempsey will have a paragraph all to herself next week.)

CANDIDATES FOR DIRECTORS

Miss Betty Walton, who is secretary for the Union Steamship Company of New Zealand, joined our club in 1930. She has been affiliated with the Book, Dramatic and Civic sections. The latter section she is particularly interested in, feeling that we must do something substantial for women to improve their working conditions, and this can only be done by us all becoming civic or politically minded. This year Betty Walton is chairman of the Reception Committee. She has been in the business world since 1912 and with this company for the last nine years.

Mrs. Elsie T. Monte was born and raised in San Francisco. She has entered business later than most, working for only the last ten years, being title examiner for the Title Insurance and Guaranty Company of 130 Montgomery Street. Mrs. Monte has served on the Reception Committee for four or five years, on the Membership Committee for over a year and was on the Program Committee under Mrs. Sexton. She is much interested in the Choral Section. Her greatest joy in life is her son, who will be graduated from college this year.

Miss Clara Brown is rather a recent member to our club, joining us in 1930. She was chairman of the Book Section last year. Miss Brown is a "Hoosier," and has been in California only nine years. She prepared herself for teaching by attending the University of Chicago and extensive European travel, and is now head of the English Department at Galileo High School. Her favorite pastimes are reading and the theater.

Miss Elizabeth S. Adams comes to us from the League and has been most active in club work, being a past director of the Women's City Club, a director for the A. A. U. W., state chairman in the Business and Professional Women's Club and is Program Chairman in our own club this last year. She is also vitally interested in the Y. W. C. A. work. Miss Adams is assistant manager of the Gregg Publishing Co.'s San Francisco office. This means that she is in close contact with all education that prepares boys and girls for the business world. Her work takes her all over the West, traveling north, south, and east, and going by train, auto, and airplane.

WELCOME TO NEW MEMBERS

THE BUSINESS WOMAN hopes that the following new members will get much that is worth while from the various activities of the club, and much happiness from the lasting friendships they will form through club contacts:

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OUR ANNUAL PARTY

The time has come, in the opinion of THE BUSINESS WOMAN, to remind the members that we shall hold our most important party of the year on Saturday evening, February 24. This is THE NIGHT—when all the members wear their brightest smiles and prettiest clothes, meet and greet each other in the Gold Ball Room of the Fairmont Hotel, and express their appreciation to the outgoing president and her board for their devoted service to the club for the past year. Of course, it is too early to announce program plans, but it is not too early to keep the date, February 24, in mind. We know that Jane Smith and Elizabeth Adams will pass on to you from week to week in the columns of our paper what they are planning for our pleasure. You will want to greet your new president and the members of her board, and show by your presence that you are going to further her every effort for our advancement during 1934. More news next week, and each week thereafter.

CHORAL NOTES

The Choral is indebted to the Elmhurst Presbyterian Church for a lovely evening that bristled with good old-fashioned hospitality. The group went early to Grace Staub's home for one last rehearsal, then over to the church for the evening service. Complying with a request that had been made previously by Mrs. Le Roy and the Choral, the choir, trained by Rev. Mr. Staub, gave a few well-rendered selections from their own Christmas cantata. Then their places were taken by our Choral for "The Babe of Bethlehem."

To the Ladies' Aid, the B. & P. W. C. Choral and gingerbread are synonymous, so after the service, the Choral were served all they could eat of delicious, spicy gingerbread with whipped cream and coffee.

Members of the Choral are urged not to miss the next meeting on January 25, as it is the last opportunity to practice the songs for the Bay District meeting on Sunday, January 28.

ELSIE MACLAREN.

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Changes of address:

Alice M. Jones has taken an apartment at the Colorado Apartments, No. 206, 653 Sutter Street. We shall expect to see you at all meetings, Alice, since you are living almost next door to the club rooms.

Clara A. Saunders has moved from the Plaza Hotel to the Sir Francis Drake Hotel, Sutter and Powell Streets, EXbrook 7755.

Nevada Pope Matthews' new address is 732 Anz Street.

INVITATION FROM HAYWARD

"Dear Miss Dale and members of the San Francisco B. P. W. C.:

"You are cordially invited to attend the Public Relations dinner to be given by the Business and Professional Women's Club of Hayward on Tuesday evening, February 13, 1934, at 7 P. M., Memorial Building, Main and C Streets, Hayward, with Brother Leo as the speaker. Tickets for the dinner are \$1.00. Owing to the demand for tickets it will be necessary to collect for same in advance. Very cordially yours,

"PUBLIC RELATIONS COMMITTEE,
Helen S. Matzke, chairman."

Reservations of San Francisco members with Mrs. Burlingame, of course. Further notice of the Hayward Club dinner will be run in a later number of THE BUSINESS WOMAN, to remind our members of the opportunity to hear a very fine speaker. With Brother Leo as their drawing card, Hayward Club will be putting out an S. R. O. sign.

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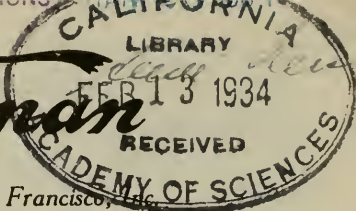
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The Business Woman

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Vol. 11

JANUARY 27, 1934

No. 4

Weekly Program



Coming Events

February 1—Choral Section, 6:45 P. M.

February 1—Thursday Open House.

Hostesses

Jessie McKinney

Lucile Cordrey Allene Schuerbrock

Netta Jones Minna Brown

Madelon Saxon

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

CANDIDATE FOR RECORDING SECRETARY

Miss Grayce Dempsey is the candidate for recording secretary. She was born in Denver, Colo., went to school there and afterwards was reporter on the leading paper of the city for two years. About fifteen years ago she came to San Francisco and took position with the Walton N. Moore Company in the accounting department as recording statistician. Miss Dempsey joined the club in 1928, has been chairman of the book section in 1933, and sub-chairman of the hostess committee for some time. She attends the Civic Section and her greatest interest in life is social problems from a socialistic standpoint.

DR. PHILLIS BOURNE.

(The write-up of Miss Dempsey should have been included in the list published in THE BUSINESS WOMAN of January 20, but was received too late.)

A NOTE ABOUT DRAMATICS

Our next meeting night is Mrs. Hackett's night and we always have a wonderful meeting. We are accomplishing a great deal in our work and feel that our efforts of this year have been well rewarded.

Our last meeting was most interesting. Rose Bezek found some interesting books by Elbert Hub-

bard on the lives of important people, Catherine, the wife of Napoleon, Michael Angelo, and others. They gave us an insight on these characters that we fail to learn about from the usual readings. Rose promises us more interesting features at our next meeting in February. Don't forget to come.

Mrs. Hackett will be with us the fourth Tuesday evening of each month, the second Tuesday to be spent in readings of interest and entertainment.

THELMA MCGUIRE.

CHORAL NOTES

The Choral is preparing four selections for the Bay District meeting next Sunday. *La Reina*, to be sung in Spanish, was written especially for our own Choral by Francisca Vallejo, who needs no introduction to Californians. She has also composed *Seville*, a lilting Spanish melody, which will be sung in English by the Choral. *The World Is Waiting for the Sunrise*, by Seitz, and *Morning*, by Speaks-Deis, are two favorites that are being presented again by special request.

For any members of the club who have been planning to join the Choral after the first of the year, next Thursday will be a good time to start. The Choral needs more voices and you will be more than welcome.

ELSIE MACLAREN.

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EVERY MEMBER TO VOTE

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FOLLOWED BY DINNER AND ANNUAL BUSINESS MEETING
YEARLY REPORT OF ALL OFFICERS

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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Dalsy K. Prechtel
Rae Morrow Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

OUR ANNUAL CARD PARTY

The finished achievement, we all admire! It is easy to recognize and appreciate the splendid co-operation of the committee under the capable chairmanship of Miss Marion Morris and her assistants, Miss Margaret Torreyson, Miss Jessie McKinney, Miss Amanda Heuermann, and others.

The beautiful Gold Ball Room at the Fairmont Hotel on Thursday evening, January 18, presented a lovely picture with the dazzling chandeliers above, reflecting their light on the gowns of many hues worn by our members and their friends. AND: Did you see how many gentlemen graced the tables? There were over a hundred tables of keen and interested card players, not mentioning the many who dropped in to chat.

Our president, Miss Bertha J. Dale, welcomed the guests with a few appropriate words of appreciation for their co-operation. Miss Jessie McKinney did a wonderful piece of work in door prizes. There were twenty-eight in all. The first four, of \$10.00, \$5.00, and two of \$2.50, consecutively, were given by the B. and P. W. Club of San Francisco. Miss Dale presided at the ballot box, with Judge Lazarus giving us a square deal in picking the ticket stubs and passing them on to Miss McKinney for final distribution of prizes. Miss Costigan won the \$10.00; Miss Margaret Bell, the \$5.00; Miss McClure and Miss Polly Hatch, \$2.50 each.

The remaining merchandise prizes were generously donated by the following stores and members:

An engraved Engagement Book from I. Mag-nin's; won by Mrs. Forhan.

A Sofa Cushion from Breuner's; won by Mrs. Coffey.

Glass Perfume Bottle from Livingston's; won by Mrs. Whitney.

A Bag from O'Connor-Moffatt; won by Mrs. Swift.

A Plant from Podesta & Baldocchi; won by Mrs. Freisinger.

Electric Coffee Maker and Electric Light Bulb, from P. G. & E., through Miss Dale and Mrs. Withers; won by Mrs. Metzger and Mrs. Weitzel.

\$2.50 Merchandise Order from Grebbie Dress Shop; won by Miss E. Floyd.

\$1.50 Merchandise Order from Hale Brothers; won by Miss Allman.

Two-pound box of Chocolates from Haas Candy Co.; won by Dr. Ward.

Lovely Glass Vase from The Emporium; won by Mrs. E. Walker.

\$2.50 Merchandise Order from The White House; won by Mrs. Proply.

Sugar and Creamer from M. E. Shaffer; won by Mrs. Young.

Two Key Rings from Johnson & Wood; won by Miss B. Walton and Mrs. Brown.

2 pounds of Coffee, through Cornelia Farrell, from M. J. B. Coffee Co.; won by Mrs. Burkus.

Leather Book Cover from Jean Kerrison; won by Mrs. Matteson.

Bottle of Perfume from Liebes & Co.; won by Mrs. Leonard.

1 year's subscription to *Camera Craft*, through Ida Reed, from Camera Craft Publishing Co.; won by Mrs. Benioff.

Carney's Bath Salts, through Netta Jones, from Mme. Blais Shop; won by Mrs. Hinkle.

Box of Stationery, through Viola Hawke, from Patrick & Co.; won by Miss Bowers.

Cigarette Snuffer from Carlisle & Co.; won by Mrs. Alt.

A Fountain Pen and Pencil Set, through Elizabeth Adams, from Gregg Publishing Co.; won by Mr. Correll.

Box of Dusting Powder from Daisy Prechtel; won by Miss Gladys Smith.

The president and Board of Directors of the Business and Professional Women's Club of San Francisco express their thanks to the stores for their fine support and generosity. They also wish to take this opportunity of thanking all those whose tireless efforts and careful study brought our annual card party to such a happy and successful conclusion.

MARGERY SHAFFER.

ANENT OUR INSTALLATION PARTY

Even in this so-called modern age there are but few of us who are not familiar with the Good Book's parable of the Wise and Foolish Virgins. The Wise Virgins, anticipating the advent of the Bridegroom, had their lamps filled with oil, trimmed and burning. The Foolish Virgins failed to provide themselves with the essential oil and finally when the Bridegroom came, the door was locked on them and they heard the cry, "Ye cannot enter now."

As previously announced, arrangements have been made for our Installation Banquet, at the Fairmont Hotel the evening of February 24, and it behooves every member to profit by the folly of the Foolish Virgins and lose no time in providing herself with the necessary oil,—her ticket. The Bridegroom may not be present, but it will be a passport to hours of happy anticipation, an evening of handclasps of old friends, smiles of joy and deep contentment, pride in our club family, an assembly of brilliant women, a dinner fit for the gods,—all this, and more!

Since we all concede that the "big bad wolf" is fast disappearing in the forest, let us not deny ourselves this privilege, which, like Christmas, comes but once a year.

(Contributed by a member.)

PANEL DISCUSSION ON CRIME

A panel on the subject of crime was given by the Vice Section at the dinner on Tuesday, January 16, the image of our goddess of liberty holding the torch of democracy giving light unto the world and the lady of justice holding her balanced scales suffered fatal blows from the facts hurled by the panel. Heretofore we believed that the criminal alone was to blame for crime and that with the proper enforcement of the law all would be well. So who's afraid of the big bad wolf! Before we left we learned that the big bad wolf was "public indifference," much to be feared, and the continual existence of which, if allowed, will reduce our goddess to rag, a bone, and a hank of hair.

The panel consisted of Carolyn Weber, Dr. Frieda Kruse, Rae Morrow, Genevieve Allen, Clare Beddiffer, Vivian Yarbrough, Judge Meikle, and Letitia Farber.

Carolyn was the chairman, an able and excellent one, keeping the ball rolling, the panel to the point, and the audience in order.

Dr. Kruse opened the discussion with the causes of juvenile delinquency as she gathered them from her own experience in the Juvenile Court of this city. One-fifth of the crime is committed by minors under the age of 21; into the juvenile court come babies who have been abandoned on doorsteps by parents addicted to drink and morphine; older children taken from quarreling parents fighting over their custody; little girls 5, 6 and 10 years old, the broken victims of vicious male relatives; little girls given to truancy, who are the product of broken homes and lack of proper discipline, old in sex experience and in ease, destined to be sent to institutions to be educated by contact with harder types; young boys who steal for money for movies; the gang-boy of 18, an expert in stealing automobiles. Dr. Kruse was of the opinion that the salvage among these juveniles is not great, for the reason that "the child who has had a bad start is a potential criminal."

Mrs. Farber replied to all questions as to the effect of machine politicians on crime and law enforcement, the facts thereof having been gathered from the various surveys made within the last seven years. Crime, she said, could not flourish "as the hen bay tree" in any community without the machine politician; he places his man on the police force to work hand in glove with criminals and racketeers; he elects the prosecuting attorney and brings his malign influence to bear upon the courts. The only official who can defy him and keep his job is the one who is popular with the people and has a following of his own.

Mrs. Genevieve Allen revealed how in small communities the people's power to vote for their officials is a protection to the public for the reason that in all communities they are able to know their officials personally and to see to it that the law is enforced impartially, whereas in great cities with their millions of citizens it is not possible to know about efficiency, honesty or integrity of the candidates for office, but citizens must rely upon newspapers for information with regard to fitness for the office. The abuse of probation was also an evil, she said. Dr. Kruse brought out that there was no "follow-up" system with regard to probation.

Rae Morrow questioned Judge Meikle as to her experiences in the criminal courts and the Judge gave us a close-up on the procedure in the Municipal Court in the city: the drunken parents brought in for the neglect of their children; the prostitutes,

forty or fifty brought in each morning to be given a jail term or for medical treatment, then to be sent back upon the street only to be picked up again and again put through the grind; the heretofore respectable women who steal because of a craving for luxuries at any cost. No effort is made by the public to correct these evils; the various religious organizations are doing their best to stem the tide.

There is not enough room in the jails for the numbers that come before the courts each day; probation is granted where possible, and sentences suspended where jail sentences would not fit the case. No training is given these many vagrants when sent to jail, and while there they pass the time playing cards. In answer to Dr. Morrow's question as to a cure for these evils, the Judge suggested that the people return to religion and the old ideals of right and wrong.

Miss Yarbrough gave us many enlightening facts with regard to embezzlement cases and their handling by insurance companies. Many men and women who embezzle from their employers are not prosecuted, for the reason that the insurance companies are more interested in getting the money back than in punishing the criminals. A great part of this form of crime is due to great economic pressure on the individual, whose resistance is low.

Clare Redheffer discussed the contribution that women's clubs might give to the cure of crime, and the general lack of interest of the public in law enforcement.

Mrs. Farber urged the members to get behind the State Bar of California in its effort to amend the criminal law, and to suggest means of taking the judges and prosecutors out of politics.

Mrs. Weber then opened the discussion to the audience, and Mrs. Raymond raised the question as to whether the courts and lawyers were not to blame for the lack of law enforcement. This question was answered by the members of the panel and it was forcibly brought out that the evil was due rather to the people's indifference to public affairs; that so long as they allowed the machine politician to elect the police commissioner, the prosecuting attorney, and the judges, crime would flourish; that their first duty is to get rid of the machine politician, to select and elect their own officials, and to see that they protect the public from the criminal element.

The members of the panel were well informed and gave us much to think about, and we extend to them our sincere thanks. We will not hereafter speak so flippantly of the big bad wolf disguised as "public indifference" to public affairs.

MEMBER.

ALEXANDER MEIKLEJOHN THE CRISIS IN AMERICAN INSTITUTIONS SIX LECTURES FOUR DOLLARS

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BURLINGAME'S BIRTHDAY

Burlingame celebrated her eighth birthday and there was a pack-full dining room at the Benjamin Franklin Hotel in San Mateo Thursday night, January 18. As usual, we enjoyed an original evening. Decorations and tables were deftly arranged to symbolize the year's activities, each month commanding a table with a program hostess. Suspense as to what was coming lent zest to the dinner, and we were a jolly gathering when, after nice eats and the introductions, we proceeded with the gaieties.

January, proper, dignified, cold month, was head table, and clever and appropriate were the salutations by the first vice-president of the club and presiding officer for the evening, Eleanor Freeman. February, month of love, with hearts and garlands, rendered poetic verse. March, with greens and St. Patrick and Irish tunes. April lay claim to Easter and displayed her bunnies and chicks. Flowery May, gay with her Maypole and fairy dances. June—month of brides and the one and only wedding march! Ah—ha—we had a really, truly, living, blushing bride! San Mateo's president took the fatal leap at Christmas, and Miss Haidee Pohlmann is now Mrs. Delly! July, noisy with fireworks and lusty patriotism. August, vacationing goes, and miniature porters conveyed the luggage. September, birthday of California, with Golden Bear dominating the table. October had witches and spooks and weird incantations. November, horn of plenty and pæans of Thanksgiving. Lastly, December, plentiful of gifts and Santa and carols. A surprising and individual diversion, the entire number.

Followed introduction of officers, presentation of gold emblem ring to retiring president, Inez Boren, and passing of the gavel to Martha Roberts, the new leader. Ada Beveridge charmed with a half hour of play reading, protested too short by all. Ere we were aware, good wishes and good-bye, and another birthday evening became a memory.

GURTY.

CLUB NOTES

ADAH RUTH TAYLOR

Marie Wilkening came into the club rooms last week. Miss Wilkening is most enthusiastic about her new work, and we cannot blame her, as one of the joys in store for her is a saddle horse. She reports everything going well on the ranch at Aptos.

Though Sara Ann Magill was not able to attend the card party, she reserved a table for friends. In Sara Ann's letter she writes that she has received many cheerful notes and cards from her friends in the B. P. W. C. It won't be long, we hope, until Mrs. Magill will be with us again.

Almyra Duffy promised to come up to see us sometime, and she did come all the way from San Jose for the big card party.

A letter from Blanche Newton tells us of plenty of snow and cold weather in New Haven, varied by a "real California rainstorm that came down in buckets all day." Miss Newton is delighted with her new job, and feels that it is providing her with a liberal education and new experience of great value. She gives us the best possible news of Jeann Goodwin Peck, who went with her recently to visit the B. and P. W. club at New Haven. They had lunch in the old house which the club took over and rebuilt, and in which they rent space for the dining room, and also for some sleeping quarters. There are about 150 members, and here is some real news for the San Francisco Club: Blanche remarks that the must be a very lively bunch, as they have raised \$4,000.00 in a year, paid all their debts and are free and clear. Hurrah for New Haven!

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The Business Woman

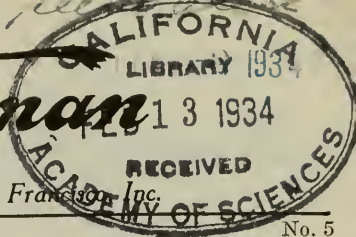
Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

FEBRUARY 3, 1934

No. 5



Weekly Program



Coming Events

February 6—Dinner, 6 P. M. SHARP.
Western Women's Building.
Annual Business Meeting.

February 8—Choral Section, 6:45 P. M.

February 8—Thursday Open House, 8 P. M.

Hostesses

Alice Kennedy

Edith Floyd

Rose Haas

Hazel Jacoby

Allene Schuerbrock

Frances Egan

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

ANNUAL BUSINESS MEETING

The business meeting of February 6 is the most important business meeting of the club year. The annual reports of the president and other officers of the corporation will be made at that time, and are of interest to you. If you are not in the habit of attending the monthly business meetings, make a special effort to be present next Tuesday evening to listen to your officers, and by your presence approve their work in your behalf during the past year. Please note that dinner will be served at 6 o'clock promptly, instead of 6:15.

Remember to call at the club rooms some time between noon and seven P. M. on February 6 to vote for your new officers and directors.

Section 2 of Article X of the By-Laws reads as follows: "Elections of Officers shall be held on the date of the annual meeting and shall be by ballot. Members must personally deposit their ballots in the ballot box. The polls shall be open from twelve noon until seven P. M. and shall be under the direction of an election board of five (5) members selected by the Club at the regular business meeting in January. The member receiving the highest vote for the office of director shall be deemed elected to one of the directorships. The member receiving the

next highest vote for the office of director shall be deemed elected to the other directorship.

SEC. 3. Any member eligible to vote, failing to cast her ballot, shall be fined twenty-five (25c), said amount to appear upon her next statement for dues. Any member who shall furnish to the Board of Directors satisfactory reason for failure to vote shall be relieved of the penalty.

The regular ticket presented by the Nominating Committee at the business meeting in January consists of the following candidates:

President—Miss Sylvia Kempton.

First Vice-President—Miss Margaret Torreyson.

Second Vice-President—Miss Marion Morris.

Secretary—Miss Grayce Dempsey.

Treasurer—Mrs. Amanda T. Hueurman.

Auditor—Miss Ethel M. Johnstone.

Directors (two to be elected): Miss Betty Walton, Miss Elizabeth Adams, Mrs. Elsie Monte, Miss Clara Brown.

The president has appointed the following members to serve on the Election Committee: Anne Attridge, Margaret Bell, Jene Bishop, Ednah Butler, and Belle Simmons. Mrs. Bishop will act as chairman.

FLORENCE C. ATTRIDGE,
Recording Secretary.

KEEP THIS DATE—FEBRUARY 24, 1934

ANNUAL OFFICERS' DINNER

VENETIAN ROOM, FAIRMONT HOTEL, 7 P. M.

Installation of Officers, dinner and program which will usher in the new club year under the happiest auspices.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
Associate Editor.....Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Cecilia Spade

OFFICERS

President.....Bertha J. Dale
First Vice-President.....Margaret Torreyson
Second Vice-President..... Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
Rae Morrow Margery E. Shaffer

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

DRAMATIC SECTION

Mrs. Hackett was with us last week and we were very sorry to notice so many of our members' faces among the absentees. To be able to take part in a class with Mrs. Hackett is a privilege, and we gain so much from this work. But unless you attend regularly you do not get the most for the time spent. It represents such a short space of time in your month's affairs, that you should, each and every one of you, arrange these hours as a regular monthly schedule.

Any member not attending last meeting, who is planning to make arrangements to attend the February meeting, may have a copy of one of the studies given to us by Mrs. Hackett, by writing me at 721 Market Street, or phoning EXbrook 7275.

Our next meeting, on February 12, will be a business meeting of importance, so all members are requested to be in attendance.

THELMA MCGUIRE.

BAY DISTRICT MEETING

Last Sunday our president, Bertha J. Dale, gave a party. And while we were all assistant hostesses, we feel that it was quite a successful party, and trust our hundred and thirty-eight guests all had as good a time as we had. What we really started to say is that we were happy to receive Mable Gregson and her Bay District girls, officers and privates, (eighty from outside San Francisco), who transacted a little business in the morning, just as an ex-

cuse to meet for luncheon and a program later in the ballroom of the Western Women's Building.

The highlights of the business meeting as given to your reporter by Mrs. Gregson were: Election by the Executive Board of a Nominating Committee to select officers for the Bay District for the coming year, composed of our own Ida Reed as chairman, Margaret Perkins, past president of Berkeley Club, and Louise Jolley, state Chairman of Education, and a member of Alameda Club. Stockton Club through President Elaine West has invited the Bay District members to be its guests at the next quarterly meeting on April 8, and to come early, so that they may attend Stockton Club's annual presidents' dinner and program on Saturday evening, April 7. That you, Stockton Club. San Francisco accepts right now. Berkeley Club invited the district to their birthday dinner on the evening of March 17, the final function of Business Women's Week. This is always an important event in our club year.

The regional conference of West Central and Western Regions of the National Federation will be a joint one to be held the week of June 20 at Yellowstone National Park. The representatives of sixteen states will attend the conference.

President Gregson also reminded us of the approaching visit of Emily Kneubuhl, executive secretary of the National Federation, who spoke at the recent meeting at Riverside. The exact date of Miss Kneubuhl's visit is not yet known, but Mrs. Gregson warned us to be ready to run when it is announced, as Miss Kneubuhl is well worth running far to hear.

At the speakers' table we were happy to see several state and Bay District officers: Florence Stahl, Recording Secretary of Bay District; Mrs. Beeb, Treasurer; Mrs. E. Jane Fry, Auditor; Mrs. Mable Dye, First Vice-President, and Mrs. Beulah Schindler, Corresponding Secretary. State officers were Mrs. Maude Empey and Mrs. Carolyn Weber, first and second vice-presidents.

After luncheon and introduction of officers and guests, the program was opened by Miss Louise Fordham, charming young soprano, who sang *Sylvia* by Oley Speaks, the Argentine song, *Ay Ay Ay*, and in response to encore, the popular *Be Mine To-Night*. Miss Fordham was accompanied in her always sympathetic and thoroughly competent way by our own Merle Curington at the piano. What would we do without Merle?

Then our Choral, somewhat thinned in ranks by unfortunate colds of the members, but certainly no noticeably in the fine volume and quality of sound produced, gave us three particularly tuneful numbers under the leadership of Mrs. Le Roy and accompanied by Merle Curington, in Francisca Vallejo's *La Reina*, Oley Speaks' *Morning*, and *The World Waiting for the Sunrise* by Deitz.

Following the Choral Margaret Bell, Lenora Underwood, Charlotte McClelland, and Clotilde Grunsky presented the clever comedy of quarrelling old ladies which was such a success at our recent dramatic evening, and our guests greeted it with much applause as on the evening in the Community Theater. Better work has never been done by our Dramatic Section, and we are grateful to Rose Bezak, section chairman, for giving us an opportunity to see it again.

And so our party came to a close, giving our old town members time to reach their homes at a early hour Sunday evening.

CHORAL NOTES

Do you know how opera came to be written? What were the first operas? Mrs. Le Roy will answer these questions when she resumes her talks on vocal music at the Choral meeting February 8th. Her topic will be "The Origin of Opera."

This meeting is open to all members of the club. Come, and bring your friends next Thursday evening at 6:45 in the club rooms. Everyone is welcome.

ELSIE MACLAREN.

CLUB NOTES

ADAH RUTH TAYLOR

Louise Stivers spent last week-end in Bakersfield with members of her company looking over their holdings. Louise motored down with Edith Nelson and another friend.

Wasn't it thoughtful of Dr. Ward to keep the box of candy she drew at the card party for the girls at Thursday night open house?

Gladys Smith was in Truckee over the week-end, enjoying the winter sports.

Rose O'Brien has been visiting her son and friends in Los Angeles.

We noticed the new president of Burlingame Club, Mrs. Martha Roberts, at the Bay District meeting, and were sorry not to have a chance to felicitate Laidee Pohlmann on her recent marriage to Mr. Oscar Dellie.

Twelve club presidents were our guests at the Bay District meeting on Sunday. The clubs certainly made a fine showing, with good-sized delegations from towns as far distant from San Francisco as Stockton, Gilroy, Monterey, and Salinas. We always expect the east bay and peninsula girls to join us in get-togethers, and they surely responded nobly. And wasn't the weather something to write home about?

The sincere condolence of their fellow club members to Rose Mainprize and Lillie Webster, whose mothers passed on last week.

Change of address:

Thelma McGuire, 695 Geary Street, Apt. No. 207.

In another column in this week's BUSINESS WOMAN is an interesting article on the Spanish Dance by the brilliant young exponent of this beautiful art form, Carola Goya. Senorita Goya is being presented by the Classroom Teachers' Association in a recital of Spanish dances on February 7 in the Veterans' Auditorium.

We also want to call the members' attention to the series of lectures to be given by Alexander Meiklejohn on *The Crisis in American Institutions* at the Century Club on Tuesday evenings beginning February 6. Dr. Meiklejohn, who has been heard by many of you on previous visits in San Francisco, was formerly president of Amherst College. Later he conducted a most interesting experiment in cultural education at the University of Wisconsin. Dr. Meiklejohn is one of the most interesting speakers in America.

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EXCHANGES

We have received from the Business and Professional Women's Club of Boston the *Boston Woman's Forum*, official club publication, for January. Its makeup is somewhat like our own BUSINESS WOMAN, and lists many interesting and worthwhile meetings and activities of the Boston Club.

We were also glad to have once more the *Alliance*, published by the Alliance of Business and Professional Women of Chicago, and to notice that our talents are being properly advertised to the world. We quote from the columns of the *Alliance*:

"THE BUSINESS WOMAN of the Business and Professional Women's Club of San Francisco makes its appearance every week, carries advertising, and lives right up to its name. The domesticity of these Western girls crops forth in the delicious recipes for chocolate nougat cake and for date loaf roll. We know—we tried them."

DID THIS EVER HAPPEN TO YOU?

I boarded a car with a member, one day,
Her fare and my fare intending to pay;
A fifty-cent piece was my smallest of change,
For nickels and dimes I seek an exchange.
The car being crowded, someone pushed my arm,
And the coins from conductor flew out of my palm;
They littered the floor and caused quite a fuss,
For money at times can create a rumus;
The men on the car—most gallant of swain,
All hustled and bustled my cash to regain;
From off of the floor came nickels and dime,
Some shiny and new, some covered with grime;
Like church box collection my hand spun around,
And "thank you'd so kindly" each coin that was found,

Dropped dime in the box and counted my change—
Had sixty cents left. Now, wasn't that strange?

CORNELIA F.

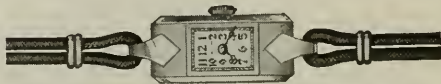
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San Francisco

THE SPANISH DANCE

By

CAROLA GOYA

As long as Spain has existed the Spanish have danced. Many of the dances of antiquity are danced today little changed through the centuries. Spain is, perhaps, the most "dancing country" of the Christian world, and that is because dancing has always been a part of the people's religion; has been and still is the chief emotional outlet for this intensely deep-feeling race. Each town has its figure of the Madonna, and of its patron saint, before which the people gather to sing and dance on religious holidays and other sacred occasions.

Without a doubt the most renowned characteristic of the Spanish people is pride. This quality is as much a part of their dancing as it is of their daily life. Even behind the most tempestuous gypsy dance one is always aware of a subtle restraint, a pride that will not allow itself to be overcome.

Just as each province has its own dialect, a dialect so pronounced that it might be considered a separate language, so each province has its own distinctive music and dances. Especially marked is the difference between the dances of the north and those of the south. For those of the north, flat shoes are worn, and the dances are composed of much running about, leaping and bounding. Characteristic of the dances of the south is the fact that they are intense, yet languorous in feeling; the steps are short and the movements somewhat restricted, and while there are occasional leaps, they are made straight up and quick, and generally are made as the start of a turn.

The names of the various Spanish dances, such as fandanguillo, jota, malaguena, seguidillas, tango, farruca, bolero, etc., indicate the rhythm of the dance, as in other countries, waltz, march, polka, mazurka, etc., are names for certain rhythms. And each of these Spanish rhythms has its distinctive corresponding step, although to be sure, in composing a whole dance the routine cannot be confined to the one step.

There is a resemblance in some Spanish dances to the dances of other countries. Some movements of the jotas of Aragon, Valencia and Asturias are quite similar to those one usually thinks of as Russian, and others suggest the Highland Fling. This is interesting because the dances of Spain are centuries older than those of any other Christian country. The Bolero of 1830, one of the dances made famous by Fanny Elssler, who although an Austrian was considered the finest Spanish dancer of her day, is done after the manner of the ballet. The modern bolero

is much more boisterous, as the jota. In all the dances of Andalusia, Granada, Malaga and all other parts of southern Spain, the Moorish influence is apparent.

The Spanish tango must not be confused with the Argentine tango, or the French tango. The Spanish tango is danced by a woman alone.

No one costume belongs to one dance. Each province has its dress or dresses. Any one of these dresses may be worn with any dance of the same province.

There is no arbitrary interpretation of any Spanish dance. The dancer expresses her emotion through her dancing, therefore, as emotion never repeats itself in quite the same manner, the dance is never quite the same twice. A concert dancer may give to her dances any interpretation she may choose, considering her dance from the emotional point of view the interpretation often being influenced by the sequence of the numbers on the program.

The dancing of Spanish dances cannot be limited to the number of years one may or may not have attained. In Spain one dances from the time one is born until one is too old to walk.

Las chinchinas (finger cymbals), which are used by the dancer in some gypsy dances, and sometime in the Portuguese Fado, come down through the Moors from the Egyptians. They are fastened to the thumb and on either the second or third finger by elastic. To give the most resonant tone, the edges are struck together, not the flat sides.

And now I will speak of the castanets, the little instruments of wood that have been referred to as the heart-beat of the Spanish race. We know from history that castanets were used by the Greeks. The Spanish inherited them from the Moors. The finest castanets are those called granadillas, made from the pomegranate bark. Castanets are fastened to the thumb by a double loop of cord, a loop on either side of the joint. The cord must be tight enough to hold the two pieces of the castanets slightly apart. On the left hand, the lower toned castanet beats the rhythm, and the fingers of the right hand make the ripples on the light-toned castanet.

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ALEXANDER MEIKLEJOHN

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

FEBRUARY 10, 1934

No. 6

Weekly Program



Coming Events

February 12—Book Section, 7:30 P. M.

February 13—Dramatic Section, 7:30 P. M.

February 15—Board of Directors' Dinner

in honor of

Miss Emily Kneubuhl

Ballroom, Western Women's Building

7 P. M. Price, \$1.00

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

TWO EXTRA SPECIAL PARTIES

February 15 — February 24

There is a lot of sparkle and fun ahead of us this short month of February. It is crowded so full that there is nothing to do about it. We just have to go to ALL the gay affairs. This is no month to count the pennies or try to live within the little old budget. We'll let go this month and reform the other eleven months in the year.

If you are as wise as I am, this is what you will do in the month of February:

FIRST—you will make a reservation at once for the Installation Dinner on February 24 at Hotel Fairmont. This is our BIG AFFAIR. We owe Bertha a grand send-off and Sylvia a grand welcome. Our own Lillian Palmer will be toastmistress, and Ruth Comfort Mitchell is just the speaker we need to make the evening sparkle. And the music—well, we've a treat for you there all right. We'll tell you about that next week. Do you see why I advise a quick reservation for this jolly evening?

SECOND—comes a rare treat on Thursday, February 15—a treat we have never had before. Our club has the privilege of sponsoring a dinner for Emily Kneubuhl, executive secretary of National Federation of Business and Professional Women's Clubs. Miss Kneubuhl is a charming woman and delightful speaker. We want to give her the sort of welcome she deserves and prove to her that San Francisco knows how—and HOW. You will enjoy seeing and hearing her. Make your reservation for this dinner soon. The clubs around the Bay are going to join in this welcome, so it will be a good thing to get in the reservation early.

These are the two program dinners offered—clever talks, delightful personalities, the best of music—you simply must not miss either of them.

E. S. A.

THE PRESIDENT AND BOARD OF DIRECTORS

invite

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MISS EMILY KNEUBUHL

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at a Special Dinner

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The Business Woman

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San Francisco Telephone, Prospect 8347

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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marlon Morris
Rae Morrow
Daisy K. Prechtel
Margery E. Shaffer

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

THE CIVIC SECTION

The last meeting of the Civic Section for the current year will be held on February 26. The subject for discussion will be The Business Woman As Affected by the "New Deal."

Speakers Mrs. Ruby B. Nikirk, Y. W. C. A., Mrs. Genevieve Allen, and Miss Margaret Torreyson. Each speaker will have fifteen minutes and then there will be an open forum. Please think up your questions and YOUR ANSWERS(?).

CRETE ARNETT CROCKETT, Chairman.

INVITATION FROM HAYWARD

This issue of THE BUSINESS WOMAN carries the final notice concerning the Public Relations Dinner to be given by the Business and Professional Women's Club of Hayward on Tuesday evening, February 13. The dinner will be held at 7 P. M., Memorial Building, Main and C Streets, Hayward, with Brother Leo as guest speaker; price, \$1.00. Reservations with Mrs. Burlingame.

Several of our members are planning to attend the Hayward dinner, including our president and first vice-president, so if you wish to go, you will have company, and will be giving yourself a rare treat in hearing this distinguished speaker.

THE PATTERN OF LEISURE

By ERNEST H. WILKINS

President, Oberlin College, Oberlin, Ohio

Leisure lends itself to two different analyses both quite simple and quite sound. The first analysis is this: some of our leisure time is spent alone, and some of it is spent with companions. The field of leisure then is divided into a left half and a right half, the left half representing leisure spent alone and the right half leisure spent with companions.

The second analysis is this: some of our leisure time is spent in inactivity, and some of it is spent in activity. We might say, then, that the field of leisure is divided into an upper half and a lower half, the upper half representing leisure spent in inactivity, and the lower half leisure spent in activity.

If you see things in diagrammatic form, the field of leisure may take for you the shape of a large square divided by two internal lines into four quarters:

alone in inactivity	with companions in inactivity
alone in activity	with companions in activity

All four quarters of the square are good; all four types of leisure are good; and in a well-ordered life they should be well balanced. Most of us tend to put too much relative weight on the fourth quarter activity with companions, and to slight the value of the other three types of leisure. Some of us do not know what to do with inactivity, or even fear it; some of us do not know what to do when we are alone, or even fear being alone. Those of us who suffer from such fear or ignorance undergo endless discontent, and miss a great deal of readily available happiness.

Leisure has a certain pattern; and this pattern may be applied, with different results, in each of the four divisions of leisure. The pattern has five elements, which might be thought of as threads or colors: thinking, reading, art, avocation, and recreation.

The well-ordered life draws extensively on all the elements of this pattern. The resources for leisure in their different combinations, are infinitely rich.

Now let us apply our five-fold pattern to the first of the four main divisions of leisure, namely, leisure spent alone and in inactivity, and see what happens.

Imagine, then, that you are quite alone, with a considerable amount of leisure time before you, and that for some reason or other you are inclined to an inactive rather than to an active type of leisure. Imagine, furthermore, for the moment, that you are alone.

The pattern then suggests that you have before you five resources: thinking, reading, art, avocation, recreation.

The idea that thinking is really a resource for leisure is not a fashionable one; yet thinking is the surest, and may be the richest, of all resources. I am not referring now to hard, creative thought, but

the quiet, unenforced thinking of leisure, which may range from a passivity in which the mind lies fallow to the unhurried survey of some portion of a rich treasure house.

Reading is the greatest of all resources for leisure—entirely alone in inactivity.

The enjoyment of beautiful objects as a phase of leisure is a richer resource than we are likely to realize, and is capable of more development than we usually give it.

Music does not come into the particular type of leisure we now have in mind, though it will claim large place in other types.

Drama, in this particular type of leisure, is merely a special phase of reading.

Avocation, however, enters in large measure: in the form of collection, for instance, or in the form of study, or in the form of imaginary travel, if one takes more of that than merely reading. Collection, of course, may be of any one of several types: the collection of prints is an excellent instance. Whatever the objects collected are, collection should always be accompanied with the fullest possible understanding.

The joy of study for its own sake is seldom realized. To have always some special field of serious interest, unrelated, perhaps, to one's gainful work, some special field of interest which one comes to think of as one's own, about which one gradually learns more and more, brings a steadily enlarging pleasure and satisfaction.

Recreation in leisure spent alone in inactivity means necessarily some form of solitaire.

The sort of home inactivity which I have been assuming hitherto is not the only type of leisure spent alone in inactivity. For even while you remain at home the outside world may come in to you by radio, giving you a whole territory of leisure which you might perhaps call "radio inactivity."

Thinking, in this connection, means listening thoughtfully to a radio talk of some sort which is worth listening to. Music, of course, claims here a primary place.

Still a third type of leisure spent alone in inactivity consists in being present alone, at some place of leisure outside the home: at an entertainment, concert, play, film, exhibition, in a museum—or last, and by no means least, in a public library.

In the field of leisure spent alone but in activity, the lower left-hand quarter of the square, we find, for instance, that the first element in the pattern, thinking, now becomes writing.

Here, too, comes amateur work in the field of art: drawing or sketching or modeling, in the case of the fine arts, and many varieties of musical enjoyment—the reading of music, composition, or improvising, which is the musical equivalent of meditation. Avocation, both indoor and outdoor, and recreation, both indoor and outdoor, unfold in an almost unlimited variety of resources—the avocational list including, for instance, in fields with which you are

well acquainted, fine binding, decorative leather work, illumination, and private printing, and ranging on the outdoor side into gardening, astronomy, dendrology, ornithology, mycology, campanology, and many other greater or lesseralogies.

In the case of inactivity shared with companions, thinking becomes conversation, and reading becomes reading aloud. There should be more of this, even in our busy days and evenings. Particular pleasure comes from reading in which different members of a group participate, as in the reading of plays.

In the case of activity shared, the field is limitless, both for indoor and for outdoor activities. I choose one instance only: the amateur group performance of music; and I offer you a simple and direct statement on this point, which is not my own but is taken from a book which, though strangely enough, "o.p.," is one of the finest books I know—President Charles William Eliot's *The Durable Satisfactions of Life*. In the course of his essay on "The Happy Life" he says:

"To take part in producing harmony, as in part-singing, gives the singers an intense pleasure, which is doubtless partly physical and partly mental. I am told that to play good music at sight, as one of several performers playing different instruments, is as keen a sensuous and intellectual enjoyment as the world affords."

(From the *Library Journal*.)

BOOK SECTION MEETING

February 12, 1934

Club Rooms, 7:30 P. M.

Since the section meeting falls on the 12th of February, Cornelia Farrell is to give us a brief talk on the life of Abraham Lincoln. We feel sure this will be worth hearing.

Louise Stivers is to review Bellamy's *Looking Backward*. This book was first published about forty years ago, and during the last year or so has been much in demand, since it is particularly apropos to the present time and its economic trend. We are certainly grateful to Mrs. Stivers for so kindly consenting to give us this résumé.

Incidentally, this February meeting ends our year, and we want to take this opportunity to thank each of the Book Section members for their very fine support and the splendid co-operation given by all. We thank you sincerely.

GRAYCE DEMPSEY, Chairman.

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BOOKS AS RESOURCES

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PETRARCH.

GREETINGS FROM HAMILTON
(ONTARIO, CANADA) CLUB

were brought to us by Miss Blanche Baker, guest of our president, at Thursday Open House. Miss Baker is on the first lap of a round-the-world cruise aboard the steamer *President Johnson*. In her brief talk she told us the Hamilton, Ontario, Club is one of the "baby" B. P. W. Canadian clubs, but they have high hopes. She believes great things are going to be demanded of women, that they must become civic or politically minded, and that these personal contacts are very helpful in paving the way for better understanding of each other's problems. For, after all, they are very much the same the world over. Miss Baker plans to seek out as many B. P. W. as possible at different ports of call. It was a real pleasure to have Miss Baker with us and she has extended a cordial invitation to B. P. W. to visit Hamilton when in that section of Canada.

Mrs. Ethel Woodruff-Sullivan, member we have not seen for some time, brought a very interesting guest from Manila, Mrs. Hutcheson, who seemed to hold a group spellbound with news of her travels. We hope we may have the privilege of meeting Mrs. Hutcheson again while in our vicinity; it was a distinct pleasure.

It was also delightful to greet Isabelle Banz, Ethel Maxwell, and Louise Stivers, members who do not come often on Thursday nights, as well as two brand new members, Edna Fogarty and Cora Copella.

Our thanks are extended to Margaret Torreyson for two lovely new decks of cards and to our president for the delicious cake served with our usual cup o' tea, which brought to a conclusion another happy Thursday evening.

B. W.

THE MAGIC CUPBOARD

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Tea
Dinner, 5 to 7:30 P. M.
Sunday Dinner, 4 to 7:30 P. M.

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CLUB NOTES

ADAH RUTH TAYLOR

Jeannette Doub has opened the vacation season so summer is "i' cumen in." Last Friday, Miss Doub sailed on the *Santa Elena* for southern ports (Mexico and Central America), through the Panama Canal to Havana, where she will spend a few days. Then she will go by air to Miami and Jacksonville; to New Orleans, and return to San Francisco by rail over the southern route. Doesn't that sound delightful? As Jack Densham says, "Aw, I'll buy a ticket."

Mae Barr Long and her husband were seen stepping out high, wide, and handsome in the grand march at the President's birthday ball. Mae looked most attractive in a shell pink satin, a very becoming color.

Elizabeth Dutot will be leaving shortly for a six weeks' vacation trip to Honolulu. Miss Dutot has not been back to the islands for nearly five years and we know will be glad to greet all her friends there after such a long absence. We are glad it is only six weeks before she will be returning to us, or otherwise she might forget to come back.

Marie McDonald Jensen spent last week-end across the bay with her family.

We are glad to report that Belle Simmons, who is not well enough to serve on our election board last Tuesday, is recovering nicely from her recent illness and has been permitted to go out this week.

Our members, including your reporter, fared well at the annual card party of the Western Women's Club on January 30. Four of us brought nice door prizes home: Z. Clements, a vase; Gertrude Tubbs, a powder box; Doctor Crete Crockett, a leather book cover; and Adah Ruth Taylor, a two-pound box of home-made fudge.

Did you see the fine write-up in the *San Francisco News* by Anna Sommer about our Walda Rowcroft and the CWA sewing room she manages in the Auditorium Building? The picture of Mrs. Rowcroft is the center of the big room filled with busy women was excellent.

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The Business Woman

Official Publication

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Vol. 11

FEBRUARY 17, 1934

No. 7

Weekly Program



Coming Events

SECTIONS

February 20—No dinner meeting.

Book—Second Monday, 7:30.

February 22—Washington's Birthday,
no open house.

Civic Section—Fourth Monday, 7:30

February 24—Installation Dinner, 7 P. M.
Fairmont Hotel.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

HAIL AND FAREWELL

On a Very Special Occasion

ANNUAL OFFICERS' DINNER

to be held in the Venetian Room, Fairmont Hotel,
SATURDAY, FEBRUARY 24, 1934, at 7 P. M.

with our own LILLIAN PALMER, Honorary President, in the chair

PROGRAM

RUTH COMFORT MITCHELL, speaker of the evening, will talk on *San Francisco of the Day before Yesterday*.

CHARLES F. BULOTTI, distinguished San Francisco tenor, in a group of songs, accompanied by Mrs. Charles F. Bulotti at the piano.

THE BOSCH TRIO, violin, cello, piano, in light and tuneful ensemble numbers.

Let us express our appreciation to our retiring president and her board for devoted service to our club during the past year. Let us give our incoming president and officers renewed pledges of whole-hearted co-operation during the coming year. An International Table, in honor of our guest speaker, Ruth Comfort Mitchell, with members of our club in interesting and beautiful foreign dress, will add to the colorful picture.

Every table will be taken, so make your reservations early with Mrs. Burlingame. Price, \$2.03.

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Marion Morris Daisy K. Prechtel
Rae Morrow Margery E. Shaffer

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Except Saturdays

NO DINNER MEETING

Because February 20, the regular dinner meeting night of the club, is but four days before our big annual party, there will be no dinner and program on that evening. A call meeting will be held at noon on Tuesday in the club rooms, to conform with the By-Laws.

INSTALLATION DINNER

Color, music, pretty gowns, good food, happy chatter, jolly fellowship. It is a grand time to get together and let us see ourselves as we are when we are all dolled up. Read over the program and see how pleasing it is to be. We have had many good times together—perhaps the best to date was the banquet of NUTS. Make this the one other meeting that will put the Amalgamated Nuts in the background. It is the grand climax of the year when we say goodbye to the past and welcome the future, yet all the time we are in a gay and lively present. Your program chairman wants this to be the GRAND MEETING of her year. Come one, come all.

E. S. ADAMS.

INTERNATIONAL TABLE

The program chairman says that any member who can get hold of an authentic foreign costume and who would like to wear it to the Installation Dinner next Saturday evening, February 24, please notify Mrs. Burlingame. Ruth Comfort Mitchell, the speaker of the evening, is State Chairman of International Relations, and this table is a tribute to her, and will add greatly to the color and effectiveness of the picture. Four members have signed up to come in Spanish, Norwegian, Filipino, and Mexican dress. Other suggestions are costumes of France, Germany, China, Japan, Ireland, Scotland, Canada, Russia, and especially Hawaii. This is an opportunity to save the price of an evening gown.

ELECTION RETURNS

At the election held on February 6, 1934, the following were elected officers of the club for the ensuing year:

President, Sylvia Kempton; first vice-president Margaret Torreyson; second vice-president, Marion Morris; secretary, Grayce Dempsey; treasurer Amanda T. Heuermann; auditor, Ethel M. Johnstone; directors, Betty Walton, Elizabeth Adams.

FLORENCE ATTRIDGE, Recording Secretary.

COMMITTEE CHAIRMEN

The following committee chairmen, appointed by our incoming president, Sylvia Kempton, were ratified by the Board of Directors following the annual meeting: House, Elsie T. Monte; membership, Adah Ruth Taylor; program, Carolyn Weber; reception Margaret Bell; publicity, Ethel Maxwell; editor THE BUSINESS WOMAN, Nan G. Lawrence; finance Alice B. Kennedy; remembering fund, Ida M. Reed; sunshine, Matilda J. Schimpf; ways and means Marion Morris; recreation, Gertrude B. Tubbs.

In order to enable the various chairmen to assemble the members of their committees, and start functioning, our president, Bertha Dale, has requested all incumbent chairmen and section heads to carry on their work until their successors are ready to take over, and at any rate until February 24, the date of installation.

INVITATION FROM ALAMEDA

“DEAR MISS DALE:

“The Alameda Business and Professional Women's Club extends a cordial invitation to the members of your organization and friends, to attend their Annual International Relations Program, dinner meeting, Tuesday, February 27, at 6:45 P. M. Hotel Alameda Ballroom; price, \$1.00. Anyone not caring to attend the dinner is welcome to come and enjoy the program, which begins about 8 P. M.

“Dr. Elizabeth Ayres will be the speaker for the evening; also on the program are Scotch, Russian and Mexican dance numbers; a Spanish solo in costume, and a French play.

“Very truly yours,

“IVA DEAN MYERS, Secretary.”

Reservations with Mrs. Burlingame not later than Monday, February 26.

THE PRESIDENT ENTERTAINS

On Friday evening, February 2, the president invited her entire official family to meet with her a dinner in the small dining room at the Western Women's Club, and nearly thirty members of the board, committee chairmen, and section heads, were present. The evening was a most delightful one with a delicious dinner, much pleasant chat, and the same harmonious spirit that has pervaded every meeting, small and large, throughout the year. The affair was entirely informal, ending with a felicitous short speech by our hostess, in which she thanked everyone who has had a part in making the year successful one for the club. It was a charming little talk; Bertha has the happy faculty of making each one feel that she has been essential, and that no one could have done her particular job any better. And how we all like to hear things like that! A toast to our president was proposed in the popular fluid of the noble experiment, but was downed as wholly heartedly as though it had been an imported sparkling Burgundy.

OUR NEW EDITOR

The issue of THE BUSINESS WOMAN on March 3 will come to the members from the hands of our new editor, Nan G. Lawrence. Miss Lawrence has been a faithful contributor to the columns of our paper for some years; she has always been so gracious and willing to do her share whenever asked for a special write-up, that it has been a pleasure to ask her for copy. We know that Miss Lawrence will be happy to do this work for the club, and your retiring editor asks in her behalf that copy be sent in promptly, to reach her at her office, 201 California Street, on Saturday morning, one week before the issue in which such copy is to appear. May we also add one or two suggestions which will be of much help to Miss Lawrence in making up the paper? All copy should be typewritten, double spaced. If the number of words in a line conforms to the length of the line in THE BUSINESS WOMAN (not more than nine words), it enables her to tell at a glance exactly how much space a contribution will need. Nan also remarked to your editor that while she liked to receive letters, it would greatly facilitate matters if they were written to her on separate sheets, and not on the page which is to go to the printer. A change of editors each year gives a different tone to our paper, and we read it with renewed interest as it reflects the varied personalities who make it up. We know that Nan is going to enjoy the work, and that she will be able to count on the prompt and efficient aid which has been ours during 1933.

At the annual meeting the editor was able to express to some degree her heartfelt appreciation of the fine work of THE BUSINESS WOMAN staff, and in order that those members who were not present may know of it, she says it once more: They have done a good job, and are deserving of the thanks of the club.

EQUAL RIGHTS AMENDMENT

On January 18, the Business and Professional Women's Club of Los Angeles held a debate on the Equal Rights Amendment, and in reading the interesting account of the meeting in *The Bulletin* (official publication of the Los Angeles Club) for February, it occurred to your editor that here was an excellent suggestion for a meeting to be held by our own Civic Section. Genevieve Allen has been active in the National Women's Party for several years, and there are surely members of our club who are also members of the League of Women Voters, to speak for the opposition to the amendment.

Following is the account of the debate from the Los Angeles *Bulletin*. Alberta Gude Lynch, president of the Business Women's Legislative Council of California, spoke for the Equal Rights Amendment.

"Miss Lynch started by giving us a brief historical background on her subject. She reminded us that in the fifteenth century women were chattels, owned either by their fathers, brothers, or husbands; that they had no legal status. Economically they were important because of the work they did in the care of the house, making clothes, bringing up children and nursing the sick. But throughout the next three hundred years their status was not much above the slaves.

"When the Pilgrims came over to this country, they brought the English Common Law with them and the women in early days in America, while they worked hard, had no rights. The girls did not go to

school except during the summer months when the boys were having vacation.

"In 1848 some of the leading women of the United States called a meeting to discuss equal rights for both sexes, and laid out a complete plan TWO 4044 february 13 kinney for equality before the law. In 1919 the House of Representatives passed the Suffrage Amendment, and in 1920 it was completely ratified. In 72 years just one of the plans laid down by these pioneers was completed.

"Working state by state for equal rights has been a long, tedious process. Just 100 out of 1000 discriminatory laws in the various states have been changed. Some of those still on the books are as follows: Oklahoma—no woman may hold a high government office. Florida—a husband may collect his wife's wages or salary. Arkansas and West Virginia—father inherits all property to the exclusion of the mother if children die without leaving wills.

"In California the Emmet Bill was put up in our legislature and defeated, largely thanks to the Business and Professional Women. However, it was an opening wedge and as a result many private firms have dismissed married women.

"Miss Lynch quoted Lincoln in closing her remarks: 'I believe this government cannot endure permanently half slave, half free.'

"Mrs. O. Shepherd Barnum, past president of the League of Women Voters, spoke against the Equal Rights Amendment.

"Mrs. Barnum said she and the League were for equal rights for men and women, but that it was a question of 'if, when and as.' The League believes that the best way to obtain equal rights is by working state by state and community by community, changing the laws gradually and educating the people so that they will believe in the laws and see they are enforced. 'We are a hard-boiled group and believe that the passing of a constitutional amendment will not do away with discriminatory legislation.' Mrs. Barnum said at the risk of dating herself, she would admit she studied under William James and was a pragmatist. If a law is true it works. Under the twenty-million-dollar bond issue in this county, for instance, both men and women were supposed to benefit by the work made, but only men took advantage of the opportunity to wield a pick and shovel. Teachers are supposed to have equal opportunity before the law, but what happens? The men obtain the jobs of principals and the women don't.

(To be continued)

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CLUB NOTES

ADAH RUTH TAYLOR

Our member, Dr. Alice M. Goss, has added another book to our shelves, *The Martial Spirit*, by Walter Millis. Thank you, Dr. Goss. The Book Section has also presented to the club Edward Bellamy's *Looking Backward*, so ably reviewed by Louise Stivers at the section's meeting on Monday evening, and Christopher Morley's latest novel, *Human Being*. The chairman of the Book Section, Grayce Dempsey, reported at the annual meeting that the section had given the club thirteen books this year, making a total of fifteen with the two just given. Good work, Book Section!

Sara Ann Magill sent greetings and best wishes to the new officers on the evening of the election. We hope to have Sara Ann back with us soon.

Frances Raymond was greatly missed at the dinner to Miss Kneubuhl Thursday evening. Mrs. Raymond left on Sunday for a business trip to Los Angeles.

We were happy to see Louise Buck at the annual meeting after her serious automobile accident and slow convalescence. Miss Buck looked as good as new and was certainly fortunate that the accident was no worse. Bad enough, though, Louise?

Other members we have not seen for some time were Annie Little Barry (Mrs. Barry never misses our annual meeting); Alice Jones, returned after a long stay in Sacramento, and looking particularly well; Estelle Walker; Rose O'Brien, who, by the way, has opened her new shop in the Plaza Hotel. Mrs. O'Brien is all ready to show the girls the snapniest of new styles in gowns for business, sport, or evening. Please read her ad, in this issue of THE BUSINESS WOMAN.

A letter from Luella Payne tells us that she entered a sanatorium at La Vina, California, on January 10, with a throat affection, and expects to spend some time there, as she says, resting, resting, and more resting, and also eating! Sounds like rather an attractive program for a tired business woman. She says the place is lovely, with beautiful surroundings: Mount Lowe to the northeast, and beyond, Mount Wilson. It is located in the Sierra Madre foothills, a half mile from Pasadena, and she would be happy to hear from any of the members who care to write. The address is La Vina Sanatorium, La Vina, California. Luella sends best wishes to the new officers for a happy and successful club year. We know that she would enjoy hearing from the members, so please drop her a card. We sincerely trust that she will have a speedy recovery, as she surely should in such favorable surroundings.

Jean Kerrison and Nettie Smith spent last weekend in Carmel. The weather must be quite perfect in that lovely place, when it is so pleasant in town.

We hear Mary Ethel Stewart has returned to San Francisco, and hope to welcome her back at a club meeting soon.

NATIONAL BUSINESS WOMEN'S WEEK

MARCH 11-17

Every member should be in readiness to do his share during Business Women's Week.

You may be called upon to give a talk before group of school children on your vocation.

You may be asked to speak on the radio.

You may be asked to assist the Vocational Bureau of the San Francisco Public Schools in its program, of which the A. A. U. W., the Women's City Club, Y. W. C. A., and the B. P. W. C. are a part.

You will be asked to attend the Public Relations Dinner for the week, which will be held at the Women's City Club in Berkeley on Saturday, March 17, 1934.

Watch for further announcements.

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Business and Professional Women's Club of San Francisco, Inc.

ol. 11

FEBRUARY 24, 1934

No. 8

Weekly Program



Coming Events

February 26—Civic Section, 7:30 P. M.

February 27—Dramatic Section, 7:30 P. M.

March 1—Choral Section, 6:45 P. M.

March 1—Thursday Open House, 8 P. M.

Hostesses

Edith C. Floyd

Allene Schuerbroek

Ednah Butler

Harriett B. Ward

Edna Fogarty

Ethel Woodruff Sullivan

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

INSTALLATION DINNER

All the plans for the annual Officers' Dinner are now complete. As announced last week, the dinner will be held on Saturday evening at 7 o'clock in the Venetian Room at the Fairmont Hotel. The committee has given much time and thought to the various details of this, our big party of the year. Betty Valton, our hostess chairman, will be on hand with her corps of smiling assistants to greet you and aid you in finding your table. Jane Smith, our house chairman, has been in consultation with the hotel about the delicious dinner to which we may look forward. Elizabeth Adams has prepared for your pleasure a particularly delightful program. Lillian Palmer, honorary president, will be our toast mistress. Charles Bulotti, San Francisco's outstanding tenor, will give us a group of songs, accompanied at the piano by his charming wife. And the Bosch Trio, young ladies who play the violin, cello and piano, will entertain us during and after dinner. Miss Adams has set a high mark in attendance at the various program dinners this year. Let us show our appreciation of her successful efforts in giving us programs of intellectual stimulation, information, fun and frolic, by having a record crowd at this, our most important event of the club year.

Our guest speaker, Ruth Comfort Mitchell, is a witty and charming talker, and has chosen a topic of peculiar appropriateness, *San Francisco of the Day Before Yesterday*. Those who have heard her know that this part of our program is a real treat, and others who have not, have a delightful surprise in store.

The price of the dinner and program is \$2.03. Reservations may still be made with Mrs. Burlingame.

CIVIC SECTION MEETING

The final meeting of the Civic Section for the club year will be held on Monday evening, February 26. The subject for discussion will be *The Business Woman as affected by the New Deal*.

Speakers will be Mrs. Ruby B. Nikirk of the Young Women's Christian Association; our own members, Mrs. Genevieve Allen and Miss Margaret Torreyson. Each speaker will have fifteen minutes, followed by an open forum. Come prepared with questions and answers, and let us usher out a fine year of good attendance at Civic Section meetings with a big audience.

CRETE ARNETT CROCKETT, *Chairman*.

R. C. A.

Look You! Know what those mean? The world goes alphabetical—so do we. R. C. A.—RECREATION—Come Along! See this glorious February! Come on out in the great outdoors of our one and only Golden Gate Park—come a-walkin' on Sunday next. Fill the lungs with pure ole-saltish air, spy the promising flowerets, meet the girls, canter along until we reach that ocean and then—THE EATS! And most inexpensive: Your carfare plus your appetite, and the Chalet offers variety. Sunday—the 25th—at the Haight Street Entrance to the park, at 10:30—we'll huddle! No reservations required. Should you decide at the last moment—it's O. K. with R. C. A.

AND—How about matinee—ing at the Columbia—Saturday afternoon, March 10th. That outstanding actor of today—Walter Hampden—in Macbeth! It'll be a treat! This requires a reservation and an accompanying 83c.

GERTRUDE D. TUBBS,
Recreation Chairman—Doug. 2945.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor.....Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Cecilia Spade

OFFICERS

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First Vice-President.....Margaret Torreyson
Second Vice-President..... Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
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Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
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Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

NOTICE TO CONTRIBUTORS

All copy for THE BUSINESS WOMAN should be sent to Nan G. Lawrence, 201 California Street. Please mail contributions so that the new editor will receive them on Saturday morning, February 24, for the issue of March 3. This applies, of course, to every issue following. Copy must be in the hands of the editor on Saturday for the issue of the following Saturday.

PLEASE NOTICE,

Club members, in this issue of THE BUSINESS WOMAN the ad of our new member, *Laura Clough*, who is district manager of beauty salons in Hale Brothers' department stores throughout the state. Mrs. Clough's department is completely equipped to provide every up-to-date beauty aid for the business woman who wishes to appear always at her best. We trust that many members will avail themselves of it, as the prices are most reasonable for the high class of service offered. Remember that the first and one of the most important "Purposes of the Club" is "To encourage reciprocity in business among its members".

A FASHION SHOW FOR YOU!

During Business Women's Week at RANSOFF'S. The date, Thursday, March 15; the time, 7:30 p. m. The show will last about 1 hour and you can then return to the club rooms for your usual game of Thursday Bridge, or otherwise. This will mark the first time that Ranshoff's have ever done anything of this kind, and it is being done SPECIALLY for US BUSINESS WOMEN.

Of course, there is a catch to it, and that is, we must have an attendance not less than 100. More if possible. There is a deal of expense to putting on a show of this magnitude and we must do our part by attending. We know you all are interested in what the well-dressed Business Woman will wear and you will not want to miss this extra-special occasion. So telephone Mrs. Burlingame at once that you will attend, and a special card of admittance will be sent you. If you want to bring a guest, you may, but you must give her name to Mrs. Burlingame, so that she will be assured of admittance. No one without a card may attend. SOooooo—GET BUSY!

DRAMATIC SECTION NEWS

The second Tuesday in March will start a new year for the Dramatic Section. Thelma McGuire is your new chairman, and Josephine Rudasil your new secretary. You will all remember Thelma for her outstanding performance as the dope fiend in our annual dramatic show of 1932. She is also a member of the Hackett Players, and her outstanding desire to be of service and help to everyone will I am sure, make her a valuable asset to the section as chairman. Miss McGuire and Mrs. Rudasil should make a fine team, and we are looking forward to a banner year. Let us all get back of these girls and support them. And remember that Mrs. Hackett will be with us once each month again this year.

Mrs. Hackett will be with us on our next meeting night, and if you do not have a little piece, telephone Thelma, and she will be happy to mail one to you.

Again thanking the members for their fine support of the section this year, and all my co-workers

ROSE A. BEZEK, *Chairman*.

AT MISS WOODALL'S

The president reports having spent a delightful Sunday afternoon on February 11 at the lovely spacious hill-top home of Miss Annie Woodall in Berkeley. "A perfect day and the view from her windows was gorgeous. Miss Woodall served a delicious tea and we all had a very enjoyable time" the occasion being a committee meeting on plans for National Business Women's Week with representatives of clubs present from Berkeley, Oakland, Richmond, Alameda, San Leandro, Hayward, Berkeley Juniors, Oakland Juniors, and from San Francisco our president, Bertha Dale, our second vice president, Sylvia Kempton, and the chairman of Business Women's Week Committee of San Francisco Club, Ethel Johnstone. Sounds like a social function to us, but with such capable and experienced club women as Miss Woodall and her guests present, we do not doubt that much business was covered before tea time.

EQUAL RIGHTS AMENDMENT

(Continued from last week)

"Constitutional amendments might have meant more to us in the past, but with the passage and repeal of the Eighteenth Amendment, our ideas on their permanency have changed. The Woman's Suffrage Party, after the passage of the suffrage bill, and twins—the Woman's Party and the League of Women Voters. The latter believes in protective legislation for women in industry—not for professional women. The suffrage amendment had one objection—that of government. The Equal Rights Amendment, like the Eighteenth, has to do with equal customs and human relations, and it cannot be enforced until we have educated the people all over the country to accept the idea of equal rights. We pass the bill, as in the case of the abolition of slavery, we will feel our work is accomplished, not realizing how much work is yet to be done. Before prohibition most of the country was dry, but those who were responsible felt their job was finished. In such cases more will be accomplished if we work slowly, state by state, than if we put over a blanket amendment which will not be enforced.

"Miss Augusta Rosenberg, district legislative chairman, summed up the debate as follows: The Equal Rights Amendment is more like the amendments passed after the Civil War, giving equal rights to white men and black. They stated a broad principle to be followed by the states. Miss Lynch in giving reasons for the passing of the amendment is going on the principle of deductive reasoning—Mrs. Barnum is following inductive reasoning, that is, working from the bottom up instead of from the top down.

"The fourth speaker of the evening was Mrs. Melia Johnson, State Legislative Chairman. She spoke of the necessity for passing the Equal Rights Amendment and having equal opportunity for men and women before the law. She said that protective legislation had served its purpose in the past, but now it was working a hardship on women. For example, the scrubwomen at Harvard University were being paid 22½¢ an hour when the minimum wage for that work for women was 27½¢. When the matter was brought to the attention of the authorities, they said they could employ men to replace the women and pay them only 20¢ per hour. As another example, the eight-hour law is absurd now when under the codes being devised there is talk of a six and even a four-hour day.

"Mrs. Johnson spoke of the codes now being worked out under the NRA. On each commission there are represented an employer, an employee and a consumer. The consumer is usually a woman and usually a woman who is socially prominent rather than a business woman. The employee representative is drawn from the Federated Labor Union. It is up to us as public-spirited citizens and as women with our interests at heart to serve on these commissions every chance we get. Monte Bidwell, one of our members, served, and through her untiring efforts secured equal wages for both men and women.

"Under the Federal Economy Act put through during Hoover's administration, it first read: 'When necessary to reduce employees, married women will be the first to be dismissed.' This was changed to 'married persons,' but of course the practice was to let the married women go.

"Mrs. Johnson said that we women can vote and we can organize and when we do we can put through the legislation we want. We can do what was recently done in San Francisco. A man put up a bill before the legislature that if a man earned \$150 a month or more his wife could not work. Through the efforts of the women this man was defeated when he ran for office again."

INTERNATIONAL RELATIONS

The International Federation received greetings and best wishes from the heads of the following national federations in foreign countries, in connection with the international relations dinners to be given during February in the clubs throughout this country: Germany, Norway, Sweden, England, Austria, Italy, Spain, Hungary, The Argentine, Belgium, Holland, France, Czechoslovakia, Roumania, Switzerland.

And from the president of the International Federation, Lena Madesin Phillips, comes this message: "Greetings, congratulations and best wishes to our members and their guests at the annual International Relations meeting. May our international bonds of friendship bring to each of us that tolerance, understanding, and commitment to human welfare and social justice upon which world peace and happiness must eventually rest."

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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CLUB NOTES

ADAH RUTH TAYLOR

We hear that our member Netta Jones, owner of the Madame Blais Shop, left on February 15 for her home in St. Louis, where she will enjoy a three weeks' vacation.

Visitors to the club from the Walla Walla, Washington, Business and Professional Women's Club, were their past president, Mrs. Letticia Hope, and Miss Mamie L. Bennett, first vice-president of the Washington State Federation of B. P. W. C. These ladies were also guests at our dinner in honor of Miss Kneubuhl.

An invitation was received by Miss Dale from the Livermore Club for their annual educational program dinner on Thursday evening, February 22, too late for last week's issue of the BUSINESS WOMAN, unfortunately. Miss E. Louise Jolly, State Educational Chairman, was the speaker of the evening, and the committee in charge had arranged an interesting international program.

Eleanor Walters brought Mrs. James Morris, of Seoul, Korea, to the dinner for Miss Kneubuhl. Mrs. Morris, her husband and daughter have lived in Seoul for many years. We hope Miss Walters will bring her to a Thursday evening open house, so that the members may meet her. Mrs. Morris' home was formerly in San Francisco.

With this issue of the BUSINESS WOMAN your reporter passes on the scandal column to her successor, Miss Thelma McGuire, with all good wishes for a newsy year and the same co-operation the members have given in the past. Your Winchell has enjoyed snooping into your private affairs and trusts that you have not found her a nuisance. Please send items of interest concerning your week-end trips, blessed events, changes of address, and so forth to Miss McGuire.

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CHORAL NOTES

Your Choral is very much elated over the fact that it has been invited to sing for Station KGGC during National Business Women's Week.

Under the expert coaching of Mrs. Le Roy, rehearsals have been progressing nicely and it is expected that a delightful half hour of music will be given.

The exact time will be announced later no than you may tune in.

ELSIE MACLAREN.

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Chiropody - - Dr. Adah Ruth Taylor

MAR 3 1934

The Business Woman

SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

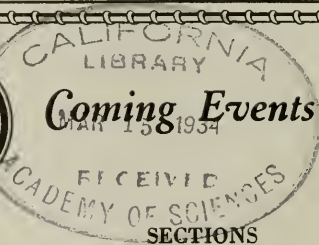
MARCH 3, 1934

No. 9

Weekly Program



Coming Events



March 6—Dinner, 6:15 P. M.
Western Women's Building.
BUSINESS MEETING.

March 8—Choral Section, 6:45 P. M.

March 8—Thursday Open House, 8 P. M.

Hostesses

Maude McLaughlin	Garnet Slaughter
Florence Hogan	Ann Attridge
Claire Ingham	Allene Schuerbrock

Please make dinner reservations early at Club Rooms, PROspect 8347

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

GREETINGS FROM OUR PRESIDENT

Your President and Board of Directors extend greetings to all members. We are beginning a new year, but fortunately in this instance a *new deal* is not necessary. The affairs of the Club are in good shape and it is our duty to maintain the standard heretofore established. The past year's achievements have been such as to lead us to hope that conditions are improving and that we may expect in the coming year not only to hold our own but to begin to build up the Club.

Perhaps the most important requisite in all of our endeavors is co-operation. Your President, Board of Directors, and committee chairmen are anxious to accomplish as much as possible for the welfare of the Club, but they must have the backing of the membership as a whole.

Therefore, we ask your continued loyalty and co-operation and in return pledge ourselves to try to carry out the purposes of the Club to the end that membership therein will return to each individual a full measure of profit and pleasure.

SYLVIA KEMPTON, *President.*

CHOOSE A CAREER DAY

The A.A.U.W.—Women's City Club — Y.W.C.A., joining with us in our vocational guidance program, are helping to celebrate Business Women's Week by assisting the Bureau of Attendance and Guidance of the San Francisco Public Schools in putting over "Choose a Career Day" at the Women's City Club, 465 Post Street.

Wednesday, March 14, 1934

at

2:30 P. M.

Miss Margaret Torreyson and Dr. Frieda Kruse will be the speakers at the general session. Members of our club will meet with small groups of girls after the general session and talk with them about the

particular vocations in which they are interested.

Dr. Edwin Lee, Superintendent of the San Francisco Public Schools, an expert in his field, will present the very latest conclusions concerning "Occupational Trends" on Thursday, March 15, at 8:00 P. M., in the Mission High School Auditorium. All members and their friends are invited to attend.

ETHEL JOHNSTONE.

(National Business Women's Week occurs March 11-17. The Public Relations Dinner for the week will be held at the Woman's City Club, Berkeley, Saturday, March 17, 1934. Watch for further announcements.—EDITOR.)

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Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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Second Vice-President..... Marion Morris
Recording Secretary..... Grayce Dempsey
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Auditor..... Ethel M. Johnstone
Honorary President, Lillian Palmer

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Rae Morrow Betty Walton

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House..... Elsie T. Monte
Membership..... Dr. Adah Ruth Taylor
Program..... Carolyn Weber
Reception..... Margaret Bell
Publicity..... Ethel L. Maxwell
Ways and Means..... Marion Morris

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Book..... Grayce Dempsey
Choral..... Mae Barr Long
Civic..... Dr. Crete A. Crockett
Dramatic..... Rose A. Bezek
Historian..... Nan G. Lawrence
Public Relations..... Ethel M. Johnstone
Remembering..... Ida M. Reed
Sunshine..... Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its
members; to diffuse knowledge by the consideration
of timely topics on matters pertaining to business
and professional interests, purposes and pursuits;
to stimulate such activities as shall be for the bet-
terment of women in business, and to promote close
and helpful friendships among them.

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

BAY DISTRICT ANNUAL MEETING

At the business meeting on March 6, 1934, nomi-
nations are to be made for delegates to the Bay
District Annual Meeting at Stockton on Sunday,
April 8.

The election will be held at the dinner meeting on
March 20.

GRAYCE DEMPSEY,
Recording Secretary.

Miss Kneubuhl got her biggest San Francisco
thrill when her taxi started up Nob Hill. She thought-
they wouldn't make it.

ANNUAL OFFICERS' DINNER

Our officers' dinner, held Saturday, February 2
in the Venetian Room of the Fairmont Hotel, was
tremendous success. Elizabeth Adams as program
chairman has set us a mark with this affair. Two
hundred reservations were made, which represent
more than half of our membership and is an indica-
tion of the esteem in which the retiring group of
officers is held as well as a pledge for the future.
Sylvia Kempton, our new president, and her board

The officers and our guest speaker, Ruth Comfo-
Mitchell Young, were seated at one large table with
individual groups at surrounding tables. Handson
gowns, the interesting period and foreign costume
of the group at the International Table, the tab-
decorations of spring flowers, and a notable program
all contributed to the success of the dinner. M.
Charles F. Bulotti, San Francisco's outstanding
tenor, sang a group of songs and his glorious voice
was never more deeply appreciated than when he
sang "Because." Mrs. Bulotti accompanied her
husband at the piano. The Bosch Trio of violi-
cello, and piano were well received in their number
of which the "Hungarian Phantasy" was perhap
the most enjoyed.

Mrs. Young is State Chairman of International
Relations and the International Table was a com-
pliment to her. What a wealth of memories he
topic, *San Francisco of the Day before Yesterday*,
brought to most of us. She was presented by our
beloved Lillian Palmer in a never-to-be-forgotten in-
roduction. THE BUSINESS WOMAN will carry
résumé of Mrs. Young's talk and interesting side
lights on the dinner in the next issue, since we g-
to press too early to cover the event fully in the
number.

VIVIAN YARBROUGH.

CHANGE OF ADDRESS

Miss Clotilde Grunsky, 19 Canyon Road, Berkeley

Miss Margaret Bell—in telephoning call only
home telephone, SKyline 1119.

NEW MEMBERS

Capella, Florence (Miss)

1482 Sutter St., ORdway 0621.
Secretary, Swift & Co.,
7541 South San Francisco.

Fogarty, Edna L. (Miss)

1801 California St., ORdway 0867.
Secretary, J. D. Neale & Co.,
718 Financial Center Bldg.

Anderson, Grace K. (Miss)

1176 Green St., GRaystone 6528
Trade paper correspondent.

White, Cora B. (Mrs.)

1485 Sixteenth Ave., OVerland 7017.
Assessor's office, Deputy,
City Hall, HEMlock 5200.

R. C. A.

Deah! Deah! Haint life the Ole Meanie! Every-thing seeks attention on the same night. Business Women's Week ushered in on March 12—what-a-ate! Opening of the Opera! Opening of Autumn Tropicus with that glamorous Francis Lederer! Was he matinee idol of the New York gals! Every night at the club now has a meaning all its own—taint air—there should be more nights per week! I say—sez I—Meanie! You takes your choice and those theatre-minded will hie forth to the Curran at a price of 55c in the higher brackets. If you feel that-a way, too, get in touch with

GERTRUDE D. TUBBS—DOug. 2945,
Recreation Chairman.

CLUB NOTES

THELMA MCGUIRE

"Hello, everybody"—your new reporter speaking. With the help of everyone of you we will do our best to please so Sylvia won't be disappointed in her choice of a reporter. Please send any news to me by mail to 721 Market Street, or 795 Geary Street, Apt. 207, or telephone EXbrook 7275 or PROspect 4592.

Everyone will be more than happy to know that Sara Ann Magill was in our club rooms last week. She has gone to her cottage in the Feather River Canyon.

Sylvia Kempton attended a convention of her company at Del Monte, March 2 and 3.

On February 26, Margaret Girdner was toastmistress at the International Relations dinner held by the Palo Alto Club in Palo Alto. Carolyn Weber, Bertha Dale, Charlotte McClelland, and Sylvia Kempton accompanied her.

Ethel Maxwell recently had a luncheon for the staff of THE BUSINESS WOMAN and our presidents. Those attending were Sylvia Kempton, Bertha Dale, Margaret Torreyson, Dr. Phillis Bourne, Jean Kerrison, M. Shaffer, Cecilia Spade, and Nan G. Lawrence.

Bertha Dale and Margaret Torreyson attended the Coast District meeting of the Alameda Club at the Alameda Hotel on February 27.

Carolyn Weber, Annie Woodall, and Ethel Johnstone attended the Coast District meeting in Paso Robles, with the Paso Robles Club as hostesses, February 17 and 18.

Girls, have you noticed our newly painted kitchen? You must come up and look it over. It should be a pleasure for anyone of you to help the hostesses prepare our Thursday tea in such a delightful spot.

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KAY'S PENTHOUSE FOR MILLINERY

EMILY KNEUBUHL DINNER

One of the most interesting events of her club year came toward the end of Bertha Dale's presidency—we mean the dinner honoring Miss Emily Kneubuhl, executive secretary of the National Federation, B. & P. W., Thursday, February 15.

Miss Kneubuhl was on her way home to New York after a vacation which included Hawaii and the South Sea Islands. Highlights of her after-dinner speech were her tremendous enthusiasm for the Pacific and its trade possibilities, her belief that women, whether they realize it or not, will be the determining factor in the future development of the United States and the world, and the value of co-operation rather than competition. She believes the conference method of settling problems, now employed by four hundred international organizations and our own B. & P. W. Federation, should be extended to business and politics generally. The organized womanhood of our country is just beginning to wake up, Miss Kneubuhl feels, and we as women should rearrange our prejudices and discover the joy of intellectual and spiritual adventuring. Our capacity for giving, not getting, is what the New Order through the conference method will push forward. We must be tolerant and liberal, get away from personalities to principles—"Dream dreams and say, Why not?"

From the club's standpoint the dinner was outstanding, smart gowns, beautiful flowers and table appointments which were provided by Florence Calderwood and arranged by Jessie McKinney, and an excellent program of music arranged by Elizabeth Adams and furnished by talented members of Arillaga Musical College and Mrs. Ada May Fusselman and her accompanist, Mrs. Agnes O'Brien. Our president conducted the meeting, introducing the notabilities present in her usual charming way, and Carolyn Weber's speech presenting Miss Kneubuhl was a masterpiece. There were about one hundred and fifty present, with an especially fine representation from clubs in the Bay counties.

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ANNUAL REPORTS

Brief summaries of the reports of officers as presented at the annual meeting on February 6 will be of interest to members unable to attend. While the president's report followed those of her officers at the meeting, it is here given first:

"We have had an extremely active year, which has been most gratifying. 39 new members were added to our roster. On the whole we feel very proud that our membership has held so well when many clubs have suffered much through loss in membership. We are in a healthy condition and are ready to face the new year with a clean slate. This fine showing would not have been possible without the whole-hearted support of the membership. Your president sincerely appreciates the splendid work that has been done by the officers, directors, chairmen of committees and sections and their personnel. The year has been a very full one; it has been a privilege and a pleasure to serve you. Bertha J. Dale, President."

Finance Committee: "The Ways and Means Committee is to be congratulated for their very successful efforts in handling the bridge tournament, the Alcazar Theater party and the Fairmont Hotel card party. Credit is due the Dramatic Section for the very fine performance put on last November, the receipts from which aided greatly in building up our funds. This committee wishes to thank the chairmen for their assistance in keeping within the budget. Sylvia Kempton."

Ways and Means Committee: "The first activity was the contract bridge tournament during August and September, followed by the theater party at the Alcazar on October 9, the Dramatic Section show of three one-act plays in the Community Theater in November, the annual card party at the Fairmont Hotel on January 18. May we thank all those who worked so hard and gave so generously of their time to aid this committee in its various activities. Margaret Torreyson."

Miss Torreyson also reported as first vice-president having presided at two regular program dinners of the club in the absence of the president, and having attended as a delegate or representative of the president at seven other club and federation functions during the year. (To be continued)

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How would you feel if you were the newly appointed president of the Business and Profession Women's Club and at your first business meeting over ninety per cent of the members attended? Very happy and encouraged, of course. And if all of the members rally for our first meeting March 6 at each subsequent meeting, that is just how M. Kempton will feel. *For guidance in club conduct put yourself in the other fellow's shoes.* Then your own information you will want to learn the plans and personnel of the committees which will be disclosed at this very important meeting.

According to Miss Kneubuhl, the men are afraid of us; they don't know just what we are going to do (she must mean politically). She adds, if they but realized it, we don't either, but if we can only make up our minds we'll get it.

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The Business Woman

Miss Reed

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

MARCH 10, 1934

No. 10

Weekly Program



Coming Events



March 13—Dramatic Section, 7:30 P. M.

March 15—Choral Section, 6:45 P. M.

March 15—Thursday Open House, 8 P. M.

Hostesses

Frances Egan Allene Schuerbrock
Edith Nelson Elizabeth Mowder
Lucy Thompson Gladys Smith

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

INVITATION FROM BERKELEY

DEAR CLUB MEMBERS:

The Berkeley Business and Professional Women's Club, as hostess for the Bay District, invites you to be present at the National Business Women's Week banquet to be held at the Berkeley Women's City Club on Saturday evening, March 17, at 7 o'clock.

The success of this dinner meeting depends upon our co-operation and attendance.

Sincerely,

GRACE PATTY, *President.*

Please make your reservation with Mrs. Burlingame at an early date.

SAVE THE DATE

For our meeting of March 20, we will have the good fortune to have with us as guest speaker, Dr. Alfred C. Reed, noted practicing physician of San Francisco, and associated with the University of California in charge of work in tropical medicine. His topic, *An American Looks at the Far Eastern Situation*, is most interesting and timely, and we want you to mark the date on your calendar NOW and plan to attend. We will tell you more about it next week.

C. W.

Radio Program for Business and Professional Women's Club Week

March 11-17, 1934

STATION	SPEAKER	TOPIC	DATE	HOUR
KYA	Sylvia Kempton.....	Standards Maintained by the San Francisco Business and Professional Women's Club.....	11th	11:45-12:00
KYA	Mrs. Frances Raymond.....	New Deal in Jobs.....	12th	11:45-12:00
KYA	Mrs. Letitia Farber.....	Practical Aspects of Education.....	13th	11:45-12:00
KYA	Judge Theresa Meikle.....	What Business Women Are Doing.....	14th	11:45-12:00
KYA	Dr. Frieda Kruse.....	Assets of a Business Woman.....	15th	11:45-12:00
KYA	Miss Ednah Butler.....	A Radio Bird's-eye View of our Federation.....	16th	11:45-12:00
KYA	Mrs. Eva Smith Hackett.....	Preparing for a Better Business World.....	17th	11:45-12:00
KGCC	Mrs. Helen Doble.....	Goal for 1934—Employment for 10,000 White Collar Women.....	10th	11:30-11:37
KJBS	Miss Marion Morris.....	International Relations.....	12th	2:00- 2:10
KJBS	Mrs. Charlotte McClelland.....	Re-employment and Rehabilitation.....	14th	2:00- 2:10
KIBS	Miss Lilian Elias.....	Fellowship among Women.....	16th	3:30- 3:40
KQW	Mrs. Suzanne V. Bolles.....	Needed Adjustments.....	16th	11:30-11:45
KQW	Miss Polly R. Hatch.....	Education of Adults for Increased and Employed Leisure.....	14th	11:30-11:45
KFRC	Miss Naomi Hammond.....	Today's Tomorrow.....	16th	1:30- 1:37
KTAB	Mrs. Carolyn Weber.....	Forward Through Fellowship.....	13th	3:45- 3:55

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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MARCH FIRST—AT HOME

Last Thursday evening, the new Hostess Committee took over its duties, and if giving all comers a good time is any sign of success, it was hitting on all six. It looks as though Betty's successor is going to run a close second as a delightful hostess—though we did wish Betty could have been there to initiate the novices. Margaret Bell's first appearance was welcomed with a real party, fancy cake, candles and everything. I never did succeed in finding out whether it was an honest to goodness birthday party or just what it claimed to be, a reception. The beautiful cake was sent by Margaret Dailey and decorated by Mrs. Schuerbrock. There was an abundance of delicious cake supplied by Louise Stivers, Dr. Frieda Kruse, and Mrs. Schnerbrock. The latter also gave to the club rooms three attractive trays, which she claims will not show beer stains. I haven't been able to find out when the beer is going to be served, to prove the merit of the trays, but can't get ruled off for hoping.

We were glad to greet Clara Saunders and her guest, Miss Ohlman. This was Clara's first appearance as a Thursday nighter. We hope she will come often and bring her guest, too. There were a number of guests who came in to inquire about the club. Miss Page and Miss Tanrod came in for a short while. Miss August and Miss Dohrman stayed to play cards. Mrs. Knight, Miss Foster and Miss Whitehorn came together. Miss Whitehorn enjoyed a game of bridge, while Mrs. Knight and Miss Foster became so interested in a jigsaw that they promised to come again next week.

The next special event will be a St. Patrick's celebration, so better come, everybody, and see what's going on. That Bell girl is going to make things hum, what I mean.

E. H. W.

ALAMEDA HOSTESS

DEAR MISS KEMPTON:

The Alameda Business and Professional Women's Club extends to you and your organization a cordial invitation to attend its Public Relations dinner to be held in the Hotel Alameda, Tuesday, March 12, 6:30 P. M., in observance of National Business Week. Price \$1.10.

We trust that a representative number of your group will be with us to hear a very fine program.

Please make reservations by noon Monday, March 12, with Mrs. Burlingame.

Very truly yours,

IVA DEAN MYERS, *Secretary.*

P. S. Also, we are going to have splendid inspirational church services at our First Congregational Church, at Central Avenue and Chestnut Street Sunday, March 11, 7:30 P. M., with a reception following. Please notify as to your attendance so that proper provision may be made for the reception.

PUBLIC RELATIONS DINNER

How the year spins around! Here it is again the week of the National Business Women, March 11-17. Last year Oakland sponsored the Public Relations Dinner, with Dr. Chung the speaker. Remember how we turned out a fine representation from the San Francisco Club and how good looking we were and how we enjoyed it all?

This year Berkeley is our Bay Region hostess at the beautiful Women's City Club on Saturday, March 17. The speaker is none other than the daughter of a great man, David Starr Jordan. Let us turn out a hundred strong at this dinner. We all have our installation dinner gowns to wear and it is easy to reach the club by train or auto. This dinner is a REAL OCCASION. Let's end the week of splendid publicity with a bang.

I'll be meeting you there!

A MEMBER.

DRAMATIC SECTION

The Dramatic Section had another splendid meeting Tuesday evening with our able Mrs. Hackett.

Mrs. Hackett's Tuesday evenings should be taken seriously as so much is gained from her instructions.

Come join us; learn to have poise; learn how to read correctly and to place your voice properly.

Those not attending the last meeting can get copies of the work for the next class from me.

JOSEPHINE RUDASILL.

I want to personally urge that every dramatic member and prospective dramatic member come to the next meeting on March 13, as we will have a business meeting to decide what each of you wishes to do during the coming year. Come with suggestions, or come and help us decide.

I am very happy to have had the honor of being elected chairman for the coming year, and want to thank you. We want to make our section bigger and better each year, and now is the time to start. With the assistance of my first mate, Josephine Rudasill more intimately known as "Rudy," and your cooperation, we will have a banner year for dramatic in 1934. We have to live up to the record Rose Bezel set for us last year.

THELMA MCGUIRE.

HAIL AND FAREWELL

With the recent passing of Miss Mary Elmina Kelly the B. & P. W. C. suffered a distinct loss and sense of deep sorrow was brought to her countless friends. Beloved by all, a loyal club member and friend, she will be grievously missed. Hail and farewell.

CHORAL NOTES

The Choral has prepared several of its loveliest two-part songs for its broadcast over Station KGGC next Monday evening, March 12, from seven-thirty to eight o'clock.

In order not to miss any of this half hour, experiment a little beforehand so that you will know exactly where to find Station KGGC on your radio. The Choral will welcome your comments, and promise to give personal attention to all fan mail.

Remember the extra rehearsal, choralers, at the club rooms on Saturday afternoon, March 10, at three o'clock.

Ida Rose Grebinar has been missed at the last two choral meetings. She is in the St. Francis Hospital under observation for a few days. We hope the doctors find nothing seriously wrong with you, Grebie, and that you will be up and singing next Monday!

ELSIE MACLAREN.

CLUB NOTES

THELMA M. MCGUIRE

Louise Stivers and Edith Nelson had a lovely outing a week ago Sunday when they drove to Carmel. We are happy to hear Mrs. Ann Joseph is recovering from a two weeks' illness.

Did you know Margaret Bell announced her engagement on her first Thursday night? We all celebrated this wonderful event by partaking of her engagement cake. Secret is out. She is now wedded to the Thursday nighters.

We recently received a very interesting letter from Marcella Maden, which we quote in part: "We are on board the S. S. *Lurline* bound for the South Seas and the Orient. We left San Francisco January 23 and will return April 14. I am enjoying ship life, playing deck games, etc. The weather so far has been very good, but you know I am a good sailor. There are four hundred passengers and a very interesting party. We passed the equator February 1 and reached Pago Pago on the 3rd. Not much activity on board today because of the hot weather."

The Book Section has presented the club with a copy of *Thunder on the Left*, by Christopher Morley. Our own member, Julia Robb, was one of the charming chorus girls in the musical show, *Oh Doctor*, which was directed by Eva Smith Hackett.

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KAY'S PENTHOUSE FOR MILLINERY

BOOK SECTION

There will be no meeting of the Book Section on March 12. Please take note.

WINDOW DISPLAYS AND FASHION SHOW

The following stores are co-operating with us during Business Women's Week by having window displays. Please make an effort to view these and when possible make favorable comments to the store direct.

Chas. Brown and Sons, Post Street Store.
Cosgrove's, Post and Powell Streets.
H. S. Crocker & Company, 565 Market Street.
Greb-bie Shop, 515 Post Street.
Hale Bros., Market at Fifth Street.
Livingston Bros., Geary at Grant Avenue.
I. Magnin & Co., Geary at Grant Avenue.
Nathan Dohrmann Co., Geary at Stockton Street.
O'Connor, Moffatt & Company, Stockton at O'Farrell Street.
Unique, Stockton at O'Farrell Street.
White House, Sutter Street at Grant Avenue.

AND OF COURSE

our fashion show at RANSOHOFF'S on Thursday evening at 7:30 o'clock. And remember, admission is by card only, so if you have not already done so, get your ticket from Mrs. Burlingame at once.

C. W.

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FASHION SHOW

DRESS MAKES THE WOMAN as well as the man, as will be demonstrated at the fashion show next Thursday evening when Ransohoff's stage this special event for us.

ANNUAL OFFICERS' DINNER

The officers' dinner Saturday, February 24, at the Fairmont Hotel culminated a successful club year under Bertha Dale's guidance and served to inaugurate Sylvia Kempton and her board. This dinner is the most dignified and formal function of the club year, but was marked throughout with an air of goodfellowship and gaiety.

Lillian Palmer, our honorary president and toastmistress for the occasion, introduced Ruth Comfort Mitchell, the guest speaker, as a writer, politician and companion in lost causes. It seems they have toured their county several times championing political aspirants who could not be saved even with their able help.

Ruth Comfort Mitchell (Mrs. Young) is a fascinating talker. Her subject itself was interesting—San Francisco of the Day before Yesterday—but she transcended it with the charm of her own personality. She is a member of the San Jose and Los Gatos clubs and perhaps we all felt she was one of us; certainly there was no line drawn between the speaker and her audience. Mrs. Young disclaims the forties, the fifties, the sixties and seventies; her own era commences in the eighties. The earlier periods are fully covered in her new books, "Old San Francisco," and many of the stories she told us were drawn from this tetralogy. It was when she reached the eighties, though, that she met with the most delighted response. Did we remember the chippy sparrows feeding between the car tracks? Many did. The pock-marked birdman at the beach, kissing games, the Dalmatian carriage dogs, the lamplighters? And the first electric car to run out Guerrero Street? There was an event.

Following our guest speaker, Miss Dale first introduced her retiring board individually with warm words of appreciation for their co-operation, then presented Miss Sylvia Kempton, our new president. Sylvia, in a most earnest talk, spoke of her hopes for the club this coming year and, in turn, introduced her board.

The music and other delightful features of this very successful dinner were mentioned in the last issue of THE BUSINESS WOMAN.

VIVIAN YARBROUGH.

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DO YOU AGREE?

At the Annual Dinner we thought:

The most beautiful hair was Miss Clara Brown's.
Most fascinating gown—Garnet Slaughter's Spanish costume with its black lace mantilla (very close decision here).

Most delicious dish—the gnochis served piping hot following the soup course.

Most cheering word—Mrs. Young's remark that if you don't marry until the sere and yellow years you keep your romance.

Most interesting reminiscence—the hoodlum potato peddlers who serenaded at night with accordionions.

Most gorgeous flowers—Bertha Dale's orchids.

R. C. A.

Did you walk in the rain—all ask! Poof—we did our stuff ere Pluvius could catch us. S' nice ground on Sunday last "romped" about the Park. Via the playground, with memories of childhood, dipping down deLaveaga Dell, peeping about the tea gardens, circling Stow Lake, venturing up inviting roads and getting lost! The gells were hungry and we were 'fraid of the big bad clouds. Ah—we found the Chalet and it was a-buzz with life and smoke! So many wimmen parties these days. Cameth the rain we were snug, well fed and warm; gathered easy chairs and upon the veranda watched the ocean get a wetting.

Sunday—March 11st, we'll attempt Mt. Davidson the loftiest point in our city. Not a tuff walk—just straight up for about five minutes, then winding around weird and leafy and lovely. If clear, no grander sight in all the world than our Bay Region panorama. Later—eats at Fleishhacker. Meet you at the Masonic Temple, Oak, Van Ness and Market at 10:30. If you come via a Municipal Line, take transfer—it will be useful. AND, should it rain come anyhow; we'll walk some place else—singin' in the rain.

GERTRUDE D. TUBBS, Recreation Chairman.

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Business Woman

Official

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

MARCH 17, 1934

No. 11

Weekly Program



Coming Events

March 20—Dinner, 6:15 P. M.
Dr. Alfred C. Reed.

March 22—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Mabel Lepper Sarah Rosenberg
Vivian Yarbrough Allene Schuerbrock

Daisy Dennis

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Choral—First and third Mondays, 7:30 P. M.

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays,
7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

OUR GOAL—ONE HUNDRED NEW MEMBERS

There are in San Francisco hundreds of business and professional women who would be interested in the many opportunities and advantages which our club has to offer. In the next few months let us make a real effort to contact these women and to bring them in to visit our club. One membership chairman cannot do it all, and so the Ways and Means Committee is concentrating its efforts for a three-month period to see just what organized effort can do.

We are asking YOU, and YOU, and YOU, to come forward NOW and do your bit. Will you each endeavor to interest two women in our club? This is not too much to ask, is it? Go over your list of friends and acquaintances, and also your friends' friends and acquaintances. Choose two of these whom you think would be the best prospects, and bring them to some of our club activities.

Later on we are planning a dinner for those who volunteer in this good work and for their prospective members, at which time some of our club members will describe our various club activities and answer any questions which may arise. Do you remember the clever little article by Elizabeth Adams, "One Dollar a Month," which appeared in THE BUSINESS WOMAN of December 30? It is now in card form and may be procured from Mrs. Burlingame. Pass these cards on to your friends.

It is our desire in planning this work to compile an extensive list of business and professional women who are not members and who at some time, either now or in the future, might wish to be. So please fill out the slips enclosed with this issue of THE BUSINESS WOMAN, giving just as many names as you can. Many women who you think would not be interested are well worth contacting, either now or later.

Then mark with a cross those two for whom you agree to be personally responsible, find out what interests them, and bring them to some of our club affairs. When we stop to consider the many activities of our club, from the most serious to the gayest and most carefree, we realize how broad an appeal it makes to all kinds and conditions of people. This year our sections are particularly active and appealing.

We are asking every member to fill out this list. If you do not find it possible to take personal responsibility in working for new members, we shall appreciate your contribution of names just the same—and the more the better. But if you can, do try to take an active part, too, and contribute this bit of work for the benefit of the club which means so much to us all.

The final date will be July 1—not very long for one hundred new members, but—IT CAN BE DONE. So please mail the slips immediately to

MARION MORRIS, 2655 Polk Street, San Francisco.

The Business Woman

Published Weekly, 609 Sutter Street
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Associate Editor.....Vivian Yarbrough
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

PUBLICITY CHAIRMAN

Mrs. Genevieve Allen was named Publicity Chairman by the Board of Directors at their meeting, Tuesday, March 6.

ELECTION OF DELEGATES

At the business meeting on March 6, the following members were nominated as delegates to the Bay District annual meeting at Stockton on Sunday, April 8:

Elizabeth Adams	Marion Morris
Mary Baker	Louise O'Hara
Rose Bezek	Frances Raymond
Bertha J. Dale	Ida Reed
Jeanette E. Doub	Lucia R. Steidel
Terese Forman	Louise Stivers
Ethel M. Johnstone	Adah Ruth Taylor
Ethel Maxwell	Margaret Torreyson
Charlotte McClelland	Carolyn Weber
Thelma M. McGuire	

The election will be held at the dinner meeting on March 20. Twelve delegates and thirteen alternates are to be elected. Polls are open until 7 P. M.

The following members will serve as the election committee: Ednah M. Butler, Anne P. Attridge, Marie Crandall.

GRAYCE DEMPSEY, Recording Secretary.

ONE MEMBER'S ACTIVITIES

It is with pride we point to the activities of one of our members, Frances Raymond, who when the National Business Women's Week is completed will have given no less than six radio talks, three of these being out of San Francisco.

In between she manages a foreign and domestic business in the Phelan Building and keeps open house at her home, 2411 Webster Street. Some record!

UNDERSTANDING OUR NEIGHBORS

Is there a menace in the Pacific? Will independence for the Philippines solve their problem? Can we adjust the Occidental and Oriental viewpoint to establish brotherly trade relations? At our meeting on March 20 you will hear these and many other questions answered by our guest speaker, Dr. Alfred C. Reed, who is associated with the University of California in the study of tropical medicine, and world renowned in his field.

In his work among the Orientals, Dr. Reed has been able to study the temperament of the various races and gives you a history and background of these peoples which will answer for you some of the problems we face in the establishment of the friendly relations we are seeking in the Pacific. He tells his story in a most interesting and fascinating manner and we are certain it will be one evening you will long remember. Don't miss it. C. W.

CHORAL NOTES

From now on, the Choral will meet on the first and third Mondays of each month. This is the first step in the campaign for increasing the Choral membership. So many have felt that the early hour of Thursdays was not convenient, and one hour of practice seemed hardly long enough. With the new arrangement, Mrs. Le Roy has the opportunity to develop a well-trained Choral. Unless preparations are being made for some program, part of the evening will be devoted to tone work, exercises and other necessary technical details, and then there is still time enough for an hour or more of singing.

Holly Todd has been the first of the old-time choralers to come back. Won't it be good to hear her hearty alto again! How about some of the rest of you? And surely, the newer members of the club are not voiceless? If you like to sing, by all means come to the Choral meeting at 7:30 next Monday, March 19.

ELSIE MACLAREN.

OPEN HOUSE

Sylvia Kempton, our new president, and our outgoing president, Bertha Dale, added to the pleasure of Thursday's meeting by their presence, and presided over the February-March birthday girls' table where Sylvia was presented with a lovely corsage thoughtfully provided by Florence Hogan. The birthday cake from Josephine Weed, Jene Bishop angel food and Claire Ingham's cookies were a delicious and greatly enjoyed by everyone.

As a special treat by way of entertainment, as this was Sylvia's first Thursday meeting in her new capacity, Josephine Rudasill, accompanied by Merl Curington, sang Oley Speaks' *Sylvia* (which our own president cleverly accepted as her Theme Song) and Claire Ingham gave two very appropriate readings—*Three Wishes for a Birthday* and *Vagabond House*.

We hope Mary Solari liked her first Thursday night visit well enough to become a regular; and that the three lovely guests of Helen O'Connor, and Miss Henderson, the guest of Nettie Jones, will visit us again. We are glad Miss Whitehorn enjoyed her first visit and came again. Betty Walton and her friend Mrs. Anderson looked in for a moment. We're glad you haven't forgotten us, Betty.

M. McL.

ADDRESS CORRECTION

Clotilde Grunsky, 15 Canyon Road, Berkeley.

IN MEMORIAM

Turn dimly the light, close softly the door,
M. Elmina Kelly will come here no more;
She gave us her best, her joy was to please.
We're missing her voice, like a musical breeze.
Far reaching, uplifting, these gifts she pos-
sessed,

With treasures of mental activity blessed.
Her talents and time were ours for the wish,
The joy of her presence our memories cherish.
How fortunate are we, that called her our
friend.

In sorrow and prayer, our hearts lowly bend;
While silent you slumber, hands crossed on
your breast,

May yours be the peace of eternal rest.
(C. F. for the Book Section.)

CLUB NOTES

THELMA MCGUIRE

The Women's Traffic Club will hold their instal-
lment dinner at the Hotel Mark Hopkins on
arch 22.

Jean Doub has returned from her wonderful vaca-
tion trip and has been telling us most interesting
tales of her sailing through air, on water, and by
il.

Jessie Eckles is spending her two weeks' vacation
Fresno. She has chosen one of the most beautiful
seasons of the year for that part of the country.

We are happy to see our "Greb-bie" (Ida Rose
rebinar) back with us again after her recent opera-
tion. She is feeling very fine, she says.

The Western Women's Club held their Fashion
ow March 7. Dr. Adah Ruth Taylor was one of
e models, and she had as her guests there our new
umber, Mrs. Laura Clough, and her sister, Miss
abel Clifton.

At our last business meeting, Nell Palmer re-
ounded to roll call by telling of a delightful visit
th our Margaret Mary Morgan. At the same time
e conveyed a congratulatory message to Miss
empton. She also brought the welcome news that
argaret Mary hopes to be with us soon.

Mrs. R. N. Tilden and her daughter, Dale, of Lodi,
cently visited the club rooms.

Mrs. Ann Joseph just underwent a serious opera-
on at the Franklin Hospital and is reported to be
lding her own very nicely.

Mrs. Ruth B. Shaw attended a party for Mr. and
rs. Fred Zweisel, who are visiting in San Fran-
isco.

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Mrs. Hazel Dominick gave a very enjoyable family
dinner on March 3, having as her guests Dr. Crete
Crockett and the Misses Ida Lord, Rose Bezek and
Betty Walton.

Persia Briggs is spending all her week-ends in
Burlingame this year, while Lucia Steidel is dividing
her week-ends between Morgan Hill and Palo Alto.

The San Leandro Business and Professional
Women's Club are sponsoring a dinner for the high
school girls of San Leandro on March 20. Margaret
Torreyson is to be the speaker of the evening and
will give the girls the message of *Unusual Vocations
for Women*.

Elizabeth Adams went on a business trip to Sacra-
mento this week, having just returned from Contra
Costa.

Mrs. Flora J. Shaw recently spent a week in the
Santa Cruz Mountains.

Caroline Weber attended the meeting held at the
Western Women's Club, March 8, as a representa-
tive of the California Federation of B. & P. W.
Clubs. This meeting was held to discuss conditions
in the women's institution at Tehachapi. A repre-
sentative of every woman's organization in the
State was present at this important gathering, spon-
sored by the League of Women Voters, and presided
over by Miss Josephine Seaman of La Jolla, presi-
dent of the California Federation of Women's Clubs.

Jean Cunningham of Elmo, Inc., is spending a
month in Boulder City, Nevada.

We are saddened to learn of the death of Elsie
Monte's mother.

Mrs. Charlotte MacCuaig is also bereaved of her
mother, who would have celebrated her 92nd birth-
day this May.

We had some very distinguished visitors in our
club rooms this past week. Miss Gunilla Wettergren,
journalist of Stockholm, Sweden, and Mrs. Elsbeth
Finch of Ökna Säteri, Sweden. Miss Wettergren is
visiting the Business Women's club in every town
she visits, as she is a member in Stockholm and is
taking back messages of interest. She stopped in
New York and had a visit with Lena Madsen Phil-
lips. Miss Wettergren attended Judge Meikle's court
while in San Francisco.

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MORE ANNUAL REPORTS

House Committee: "A bidge tournament successfully provided an expense fund, which was used for new curtains, mending of chairs, repairing of card tables and reinforcing of book shelves. The walls of the club rooms have been cleaned and painted. The thanks of the committee go to those who have generously supplied the rooms with flowers. JANE W. SMITH."

Program Committee: "Special thanks are due to the Civic, Dramatic and Choral Sections for fine cooperation in making several programs especially attractive. Speakers have been Harr Wagner on Joaquin Miller; Baroness von Ridelstein on modes in dress; Waldo Marra on good English; talks on China and Japan by Elsa Barbour and Dr. Margaret Chung; legal and medical aspects of insanity by Judge Theresa Meikle and Doctor Frieda Kruse; Al Joy on *Who Pays for Advertising?* Fun and mirth were provided by the summer low jinx and the winter high jinx. ELIZABETH S. ADAMS."

The Publicity Chairman, Mrs. Lucia R. Steidel, presented her report in figures only, but figures which told an extremely interesting story of splendid achievement, reaching the wonderful total of 32,115 lines and 66 pictures for the year.

Book Section: "Eighteen books have been reviewed by our own members. As guest speakers we have had Mr. Carl E. Grunsky, Mr. John D. Barry, Mrs. Eva Smith Hackett and Mrs. Joseph Whitnah. Thirteen books have been presented by the section to the club library. GRAYCE DEMPSEY."

Choral Section: "During the year the choral made a number of public appearances. In January we sang a cantata for Elmhurst Presbyterian Church; in March the Indian Love Charm operetta for the Redmen. We participated in the Spring Fashion Show, in the Low Jinks and the quarterly breakfast program. MAE BARR LONG."

Civic Section: "At the first meeting of the year it was decided to give serious consideration to the economic changes forecast by the change in the national administration. Interesting papers and talks have been given on credit, the banking system, inflation, barter, the gold standard and money; the London Economic Congress; wage and working conditions under the NRA; the status of woman in the New Deal. On August 26, our member, Congresswoman Florence P. Kahn, spoke to the section. Three panel discussions have been held. CRETE ARNETT CROCKETT."

Dramatic Section: "Instructions throughout the year by Eva Smith Hackett. On November 27 the

annual dramatic show of three one-act plays presented in the Community Theater. ROSE A. BEZEK."

Sunshine Committee: "Over 200 cards were sent to members for birthdays and other occasions; 60 telephone calls made. This sunshine work has been most pleasant, and from the numerous letters received, the members greatly appreciate being remembered. MATILDA J. SCHIMPF."

AN APOLOGY

Due to an oversight, the Emporium was omitted from the list of stores which co-operated with us during the past week, with window displays. This is to be regretted as the Emporium, through Elsie Maclaren, was one of the first to respond. C. W.

SWISH! R.C.A.

Sounds wettish—eh what? 'Tis a-swimm'ing! Let us go, in the Western Women's Pool, on Wednesday Night—the next—March 21. Might even try a few exercises first, not strenuous, sensible-like. Then splashy-splash and get the invigoration of salt water into the system. Possessing the price, the time and the appetite, we can ascend upward to that atmospheric dining room and partake of "vittles"! Of course, if you still feel vigorous and want-ter make a night of it, we can pick out a cheap-ish movie and un-lax! Six o'clock seems a fair hour to gather—a bit sooner or later—we'll be there! Price of swim 50c, but if we can be ten strong, then 40c. Price of dinner—60c. Price of a movie—25c. There you have it—take your pick!

GERTRUDE D. TUBBS,
Recreation Chairman.

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And NOW here's Spring with the same old urge to go places, see things, do things! But let's be practical and treat ourselves to a noo Easter bonnet from Kay's—member made on your head—just for you—\$5.00 and up, or your own remodeled for \$3.00. Bretons—off the face—pastel straw cloths. You'll be a silly if you traipse all over town when you can find your inspiration at this adorable penthouse! 406 Sutter Street.

KAY'S PENTHOUSE for MILLINERY

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

SPECIAL COLLECTIONS

pl. 11

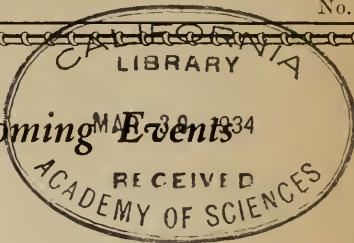
MARCH 24, 1934

No. 12

Weekly Program



Coming Events



SECTIONS

March 26—CIVIC SECTION, 7:30 P. M.
March 27—DRAMATIC SECTION, 7:30 P. M.
March 29—Thursday Open House, 8 P. M.

Hostesses:

Idah Grebinar

Susie Hicks Elsie MacLaren
Madelon Saxton Allene Schuerbrock
Josephine Rudasill

Choral—First and third Mondays, 7:30 P. M.

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays,
7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

BAY DISTRICT ANNUAL CONVENTION

AND NOW, it is high time to make plans for the annual Convention of the Bay District Business and Professional Women's Club, to be held at the Clark Hotel, Stockton, April 7 and 8.

This convention provides a delightful week-end, if you can possibly attend you should plan to do

THURSDAY PROGRAM:

President's Night Dinner, Masonic Temple, 7:00 P. M.; \$1.02. Program following the dinner.

FRIDAY PROGRAM:

Board Meeting, Clark Hotel, 9:30 A. M.
Business Meeting, Clark Hotel, 10:30 A. M.
Luncheon, Clark Hotel, 12:30 P. M.; price, \$1.02.

PRICE PER ROOM

Single, without bath.....	\$1.50
Single, with bath, court room.....	2.00
Single, with bath, outside room.....	2.50
Double, without bath.....	2.00
Double, with bath, court room.....	2.50
Double, with bath, outside room.....	3.00
Two twin beds, with bath.....	3.50

Breakfast in hotel dining room 25 cents and up.

Please make reservations as soon as possible with Mrs. Burlingame.

ON TO SAN JOSE

This seems to be a year for going places and seeing things, so let all of us who possibly can accept the invitation of San Jose B. & P. W. C., who have urged us to join with them in their birthday party and installation dinner this Saturday evening, March 24th, at the St. Claire Hotel, 6:45 P. M. (77 cents per plate). Added to this full moon and blossoms. What a night!

DRAMATIC SECTION

We held a business meeting of the Dramatic Section last Tuesday evening. The members agreed that Mrs. Eva Smith Hackett should conduct one evening of instruction a month as in the preceding year. Everyone felt they had received so much from this work that they wished to continue.

Some very interesting plans have been made for the year, wherein the dramatic talents of the members shall be exercised all during the year. So all members of the club that feel dramatically inclined please come to our next meeting with Mrs. Hackett on Tuesday, March 27th.

Miss Cora B. White, a new club member, was a guest at our last meeting.

Miss Susie Hicks has joined the Dramatic Section. We are happy to have you with us Miss Hicks.

JOSEPHINE RUDASILL

IN HONOR OF MISS FRYE

The San Francisco Club, acting for the Bay District, will entertain Miss Winifred Frye, President of the California Federation, at a reception and tea at the Club Rooms, 609 Sutter Street, San Francisco, Sunday afternoon, March 25, between three and five. This is a special occasion and members of all Bay District clubs are cordially invited to attend. Undoubtedly many will avail themselves of this opportunity to meet Miss Frye.

The Business Woman

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San Francisco Telephone, Prospect 8347

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
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Treasurer.....Amanda T. Heuermann
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Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

NOTICE TO CONTRIBUTORS

For the greater part, articles for THE BUSINESS WOMAN are being submitted in a most acceptable manner. At the request of several contributors, we repeat the suggestions recently offered by your past editor.

All copy should be double spaced, using nine words to the line or approximately seventy-five words to the inch. (Nine lines constitute an inch.)

Comments on contributions should be written on separate sheets. Copy should reach the editor not later than Saturday morning,—earlier if convenient.

N. G. L.

VALLEJO KNOWS HOW

As their outstanding gesture of National Business Women's Week the Vallejo B. & P. W. C. held a particularly lovely dinner at the Casa de Vallejo Monday evening, March 12. Quantities of exquisite wild blossoms, gathered by the members, created an atmosphere of spring and the hand painted programs bore the quotation from Barbara:

"You are vital force; you are not a flower;

You are challenge and promise; peace and power

Your starry gaze and your brow of snow!"

R. C. M.

meaning of course, Ruth Comfort Mitchell Young, who was the guest speaker and again captivated her audience. Mrs. Young says she literally loves addressing groups which, perhaps, partially explains her driving ninety miles, there and home, over mountain roads to contribute so generously to the National Business Women's Week.

At the conclusion of the evening Mrs. Young autographed the programs and Nan Lawrence, who was the guest of Mrs. Emma Falkenstein, brought hers home as a souvenir of a very happy event.

BRIDGE

Are you listening? All bridge players in the club and their friends are invited to join us in a tournament on April 20th. Just one evening and \$10.00 in prizes. Make your reservations early, as we are limited to eighteen tables. Think it over, and we will tell you more about it next week. Phone your reservations to: Jeannette McCurdy, ORdway 9866; Caroline Bachich, KEarny 6684.

CHORAL NOTES

The Choral is grateful to the club members and their friends for the keen interest in the radio broadcast over Station KGGC during National Business Women's Week. Compliments have been pouring in to Mae Barr Long, chairman, and Florence Drake Le Roy, director, to whom much credit is due for the success of the program. Thank you, everybody! We're glad you liked it, and you may be sure that the Choral appreciates your loyal support and encouragement.

ELSIE MACLAREN

HOW ABOUT YOU?

Are you taking advantage of even a few of the opportunities afforded you by your membership in the Business and Professional Women's Club? Swimming, for instance. Each Wednesday, from five to nine, the pool is yours; swim or splash, as you will. At the end of a perfect or imperfect day what could be more delightfully invigorating than a half hour of exercise in the salt water pool at the Western Women's Club? You may have to sacrifice a marcel, finger wave or even a date, but it is well worth it. Just try it and see if you do not agree with us.

R. C. A.

Refrain:

The gals trudg'd up the mountin'
The gals puff'd up the mountin'
The gals climb'd up the mountin'
To see what they could see.

WHAT'D THEY SEE?

The fascinatin' city
The most belov-ed city
The one and only city—
What a glorious sight to see!

All of which happened when we scaled Mt. Davidson on Sunday last. An outstanding day! Sun, warmth, exercise, grandeur, congenial pals and the largest cross in the world! Thereafter to the rollicking Pacific—and we et! Where think you? Oh Fi: At Edgewater Beach—swanky us'n!

Sunday—the next—March 25th—exploring nooks in our town. Meet at 10:30 right in the very middle of the Civic Center Square. Gives the right take-off: Flowers, birds, impressive architecture, breezes pure. Buy a Sunday Pass—20 cents—economy—plus. Will ascend Statue Hill—just above Buena Vista Park. Romance in Mission Dolores. Snoop through Laurel Hill Cemetery—that intriguing, park-like superfluity along Presidio Avenue—meeting up with early San Franciscans. Ay—ay—we'll chow in the interim! Where—I won't tell!

And, ye who wish to dine abroad on Easter—well, we'll be dining at Hotel Claremont—hold the thought!

-R. C. A. you know—means Recreation, Come Along.

GERTRUDE D. TUBBS, Recreation Chairman

WANTED

ADVERTISERS in THE BUSINESS WOMAN for anything from rags, bones and bottles to real estate and diamonds. This is a very personal medium of advertising and invariably brings beneficial results. It is of twofold value; it helps the advertisers to find many satisfied customers,—the best aid in the world, and serves as a first aid to shoppers.

It also is the main source of revenue of THE BUSINESS WOMAN, and if we are to make a success of it we shall require the support of the entire membership. Was it Socrates, General Grant or Will Rogers who said, "What others can do, so can we"? Madelon Saxon is desperately determined to make a huge success of this feature of THE BUSINESS WOMAN. May we therefore rely upon each member to make this a personal issue?

FASHION SHOW

Over three hundred women witnessed the lovely display of gowns worn by models of Ransohoff's last Thursday evening, who participated in the National Business Women's Week, giving the members of the San Francisco Club and their friends a Fashion Show, displaying what the well-dressed business woman is wearing today.

The costumes were very colorful beginning with knee-length shorts and blouses, then low-back bathing suit with beach coat, attractive prints for sport and ice wear, smartly tailored suits for general wear, "V" and square back evening gowns. The Fashion Show was brought to a close with the modeling of a very beautiful bride and her attendants.

We are particularly indebted to Miss Ione Bartlett, merchandise manager of Ransohoff's, who was responsible for this exceptionally beautiful event, and on by one of the most exclusive apparel shops on the coast. Among business women Ransohoff's have built an enviable reputation by their courteous consideration of the business woman's specific requirements.

Our thanks also go to Carolyn Weber, who had charge of the Fashion Show.

Florence Drake LeRoy

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Round trip, first class

\$150.00 inside cabin; outside.....\$155.00
23.50 complete shore expense 23.50

\$173.50 Total cost of trip \$178.50

Come on, girls!! You deserve a vacation. Get your dates arranged, and if you haven't enough money, we will tell you how and where to get it and budget it over a year.

Call us up—

Mary D. Crookston—West 7260

Florence D. LeRoy—GRaystone 5958

ROSH HASHONNAH L'ILONOTH

The princely oak of Ephraim

Inclines his noble head;

The cedar trees of Lebanon

Confess with arms outspread;

The PALM, the olive tree and ash

Mingle their murmured fears,

And dew is hardly dew this night

But strangely tastes of tears.

DAVIDA

A NEW ADVERTISER appears in this issue of the BUSINESS WOMAN, MARY STURM'S BEAUTY SALON. This salon is situated in the Arcade of the Western Women's Club Building, and is modern in every detail.

Another ad which has not appeared for some time is that of MARGARET BELL.

THURSDAY NIGHT—AT HOME

"Oh, Ireland, isn't it grand you look—

Like a bride in her rich adornin',

And with all the pent-up love of my heart,

I bid you the top o' the mornin'!"

Thursday night was surely a gay affair—our club rooms filled to overflowing with members and their guests, all busily bent on having a grand time at Margaret Bell's delightful party.

A long table at one end of the room was covered with a green and white table cloth (from Belle Banz), and laden with cookies, cakes, ice cream, flowers, and candles, all in the traditional green. Tea was poured by Sylvia Kempton and Bertha Dale. The Choral did its bit by coming in numbers to lead the community singing of Irish ballads. And was Kelly there in his glory? He was! Green suit and top hat begad in the person of Greb-bie! And such a preponderance of Turks were present! Space does not permit mentioning all.

Flowers for the evening came from Belle Banz and the Hogan Floral Company; and I ask you, what is a party without decorations? Ice cream, with the cute little shamrock centers, came from Mae Cummings, the Golden State Ice Cream Company; and the delicious cakes and cookies from Belle Banz, Charlotte McClelland, Marion Morris, Maude McLaughlin, Josephine Rudasill, Bertha Dale, Nell Palmer, Elizabeth Mowder, Allene Schuerbrock; also the tea from Mrs. Schuerbrock.

Margaret Bell, your committee, and your pinch-bitter, Sara Rosenberg, we had a lovely time at your party.

"And with all the pent up love of my heart

I bid you the top o' the mornin'!"

G. E. D.

ORDway 2321

Mary Sturm

Beauty Salon

featuring

Kathleen Mary Quinlan

Treatments

Western Women's Club
Arcade

Sutter at Mason
San Francisco

CLUB NOTES

THELMA M. McGUIRE

Mrs. Florence Drake Le Roy will be on her way to Honolulu the early part of May. She is to be hostess to a party of fifteen. They are planning many happy times on board and on land. We are happy to know that Mrs. Le Roy has this opportunity for such a wonderful vacation trip.

Miss Susie M. Peers has spent several days in touring the Yosemite Valley.

Mrs. Lilly Holden, alias *Mrs. Frank Watanaba*, visited our club rooms this past week. Mrs. Holden says she reads every word in our paper and enjoys it so much. It brings her in close touch with the San Francisco girls, even though she is in Hollywood.

The reports that we have received about the radio reception of our Choral are most gratifying. Everyone was very much pleased. Some musical friends of Sara Ann McGill were quoted as saying it was the best Choral ever heard over the radio. That is an achievement for Mrs. Le Roy and her girls. We congratulate them.

Josephine Rudasill had as her guests in the club room last week Misses Mary Caldwell and Blanche Merten.

Judge Theresa Meikle received a writeup in a local paper which we feel only in a small way expresses our admiration for her, even though Evelyn Wells was most generous in her praises. We can well be proud that Judge Meikle is a woman. Miss Wells tells that Judge Meikle is "velvet-soft and feminine within", though "Outwardly severe, stately, every inch a judge."

For the final note to add to your
COSTUME

^{or}
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Special Discount to Members

Our sympathy is extended to Louise Buck in the recent loss of her brother.

It is hard to express our great appreciation for the wonderful cooperation of the Golden State Ice Cream Co., through Mae G. Cummings, our member. They sent two hundred bricks of ice cream with shamrock centers of green on white background for the St. Patrick's Day party which Margaret Bell and her girls staged after the Fashion Show at Ransohoff's last Thursday. Delicious cakes in white and green were sent by various members. About one hundred and fifty attended the open house meeting. We want the Golden State Co. to know that nothing was wasted, as the ice cream and cake left over was taken out to the San Francisco Hospital.

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And NOW here's Spring with the same old urge to go places, see things, do things! But let's be practical and treat ourselves to a noo Easter bonnet from Kay's—member made on your head—just for you—\$5.00 and up, or your own remodeled for \$3.00. Bretons—off the face—pastel straw cloths. You'll be a silly if you traipse all over town when you can find your inspiration at this adorable pent-house! 406 Sutter Street.

KAY'S PENTHOUSE for MILLINERY

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

MARCH 31, 1934

No. 13

MAR 31 1934
SPECIAL COLLECTION

Weekly Program



April 2—Choral Section, 7:30 P. M.

April 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

April 5—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer
Lucile Cordrey Lill Anderson
Margaret Brandt Florence Blakemore

Please make dinner reservations early at Club Rooms, PProspect 8347

Choral—First and third Mondays, 7:30 P. M.

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays,
7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Easter Morn



He Is Risen

ELECTION OF DELEGATES

At the dinner meeting on March 20, the following members were elected as delegates to the Bay District annual meeting at Stockton on April 7 and 8:

Delegate

Sylvia Kempton
Bertha Dale
Charlotte McClelland
Margaret Torreyson
Ida Reed
Carolyn Weber
Ethel Maxwell
Frances Raymond
Mary Baker
Jeannette Doub
Marion Morris
Louise O'Hara
Adah Ruth Taylor

Alternate

Ethel Johnstone
Rose Bezek
Terese Forman
Elizabeth Adams
Thelma McGuire
Louise Stivers
Lucia Steidel
Ida Grebinar
Jane Smith

GRAYCE DEMPSEY, Recording Secretary.

CONTRACT TOURNAMENT

Don't forget the Tournament on April 20 for all club members and their friends. We have a number of reservations, and as we are limited to only eighteen tables, it is first come, first served. There will be two prizes of \$5.00 each, to the winning East and West teams. Find a good partner and come and join the fun. Charge is only fifty cents per player.

CAROLINE BACHICH, JEANNETTE McCURDY,
ORDway 9866. KEArny 6684.
(Evenings MARKET 3698.)

WE APPEAL

The Ways and Means Committee is appealing to you to send in your list of prospective members, as requested in THE BUSINESS WOMAN of March 17.

Only by the co-operation of every member can we be successful in this important undertaking. Please show your appreciation of your club and your desire to do your part by sending in your list at once, or leaving it at the club rooms. Blanks may be obtained from Mrs. Burlingame, if desired.

It is not necessary that the names suggested be personal friends. They may be some whom you know only by reputation, but who you think would appreciate what our club has to offer and would have something to contribute to us in return. There are many desirable women who have never visited us or been contacted by our club members, and it is our wish to have their names for use either now or at some future time.

So please send in the names. If you can think of only one or two at present, that will be appreciated, and you may add to the list later as they come to mind. If you prefer that your name be not mentioned in making our contacts, please so specify.

But again we say—PLEASE send the list at once!

MARION MORRIS, Chairman.

The Business Woman

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San Francisco

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

OFFICERS

President.....Sylvia Kempton
First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
Recording Secretary.....Grayce Dempsey
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

THE DRAMATIC SECTION

Like a gay campfire gathering,
We sat around the room;
Where'er our eyes arrested,
We saw blossoms, all a-bloom.
And with a campfire spirit,
Good fellowship abounds.
We are not reminiscent,
The past is far away,
Our future plans, endeavors,
Are open to display.
A new year is a-dawning
For our dramatics class;
We'll use our *vim and vigor*
All efforts to surpass.
To show we're deep in earnest,
A play by *Maughn* was read,
Which was a good forerunner
Of happy days ahead. CORNELIA F.

R. C. A.

A-swimmin' we did go! A wee circle—half a dozen—but each reacted a-millun to that salt-water ducking! An' is Mary Baker the swimming-hound—and Elsie Maclaren—Oy! Oy! We'll be at it again—that we will. See next issue!

Easter Sunday—we go—we do. Embark on the 4:00 o'clock Key Route boat, at the Ferry, Sunday, April first—no foolin'—for the confines of Oakland. We go forth to Lake Merritt and have a saunter along the shores thereof and then, Lake Merritt Hotel, right on the water's edge. Now if Mr. Weather will be but reasonable, it is one of the loveliest of locations. We dine on the porch; the sunset reflections; the creeping twilight; the good cats—do I tempt thee? Price but a dollar. If interested, please telephone me Saturday Morning—Douglas 2915.

GERTRUDE D. TUBBS, Recreation Chairman.

CHORAL NOTES

There were two additions to the Choral at the last meeting. Olga Dahl was warmly welcomed back to the fold after an absence of several months. An enthusiastic new member of the Choral is Louise Alfsen, and she appeared to be right at home with the alto section.

The Choral has chosen three new songs to be developed for its repertoire. Besides these, eight numbers which have not been used for a year or more were decided upon for a little reviewing. This will provide material for three or four programs.

The Choral aspires to a membership of twenty-five within the year. A well-trained choral of that size will be something for the club to boast about. So if you like to sing, come out for the new music and the new training program, which begins next Monday. There are only two meetings a month, and it's all in getting started. Try to be there at 7:15, for Mrs. LeRoy will start the exercises promptly at 7:30.

ELSIE MACLAREN.

AN AMERICAN LOOKS AT THE FAR EASTERN SITUATION

If our program dinner Tuesday, March 20, the first under the new administration, is an indication of what is in store for us during the remainder of the year, dinner reservations are going to mount steadily.

The meeting was presided over by our president, Miss Sylvia Kempton, and the guest speaker, Dr. Alfred C. Reed, presented by Mrs. Carolyn Weber, program chairman. About seventy-five members and guests were present.

Dr. Reed, who is a prominent practicing physician in San Francisco and associated with the University of California in charge of the department for the study of tropical medicine, is a most forceful speaker with the added advantages of ready wit and complete knowledge of his subject. His understanding of our neighbors in the Pacific, their territorial aggressions and trade ambitions, is so comprehensive that he was able in his brief talk to give us a complete picture. There was romance too in the picture he gave us; Miss Kneubuhl felt it on her recent visit and Dr. Reed with his background of years of study ably expressed it. Australia for the Australians, one hundred per cent, Dutch debauchery of the natives of Java until this source of wealth is an almost constant source of trouble to them, England with Hong-kong heavily fortified, France holding Saigon with large military forces in readiness, Japan, always a threat, in Formosa; all these and more he showed us and all of them eyeing the Philippines. Dr. Reed says if we give the Philippine Islands their independence, which he stresses only a very small percentage of the population really wants, it will be just a question of who gets there first—England, France or Japan.

There is an alternative. These islands are unbelievably fertile and lie there, our frontier, awaiting our colonization. And we are the world's best colonizers, England second. Why not keep them ourselves?

VIVIAN YARBROUGH.

NEW ADVERTISERS in this week's issue of THE BUSINESS WOMAN are:

Mrs. Hulda McGinn
Peter E. McLaughlin Co., Inc.

A FRIEND'S TRIBUTE

In the passing of Eugenia Hoey the Business and Professional Women's Club lose a valued member. While Eugenia was not a regular attendant her heart was with the club and its interests. She was a true, loyal friend, and it was a great privilege to have known her. She was a charter member of the San Francisco Soroptimist Club and served as its president. She was also a member of the Women's City Club and many other organizations. Her friends were many and she will be greatly missed.

DAISY K. PRECHTEL.

THE BERKELEY DINNER

Closing a week of great activity, the Berkeley Business and Professional Women's Club, as hostess of the Bay District, entertained Saturday evening, March 17, at the National Business Women's Week banquet. The Berkeley and other East Bay clubs were well represented and in each case had as honored guests their mayors, and wives, or other city executives.

Our San Francisco Club sent a representative group, which included Sylvia Kempton, president; Martha Dale, last year's president; and Carolyn Leber, second vice-president for the State Federation, who was seated at the speaker's table. To our regret, St. Patrick's Day celebrations, long planned and, prevented our Mayor and other city officials from attending.

It was a very gay dinner; one hundred and fifty guests were present and the long speakers' table and smaller tables of ten each completely filled the handsome dining room of the Berkeley Women's City Club. The musical program carried a surprise for many of us, too, for among other excellent numbers were solos on the clarinet and xylophone, unusual instruments for women performers. Mayor Bennett of Berkeley remembered, or pretended to, a time when business women did not exist as such, or

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at least when a woman's business activity was confined strictly to her home.

The principal speaker was Mrs. Nathaniel Gardner, a Berkeley woman and the daughter of David Starr Jordan. Her voice is pleasant and she is so concise that her thoughts are conveyed to the listener's mind in an ordered sequence instead of the jumble some speakers leave behind them. She was talking about the *New Spirit* and how our problem is to work out our social and economic organization in a new way. This is being done in four different ways in the world today.

First, Communism as exemplified in Russia. This is an international idea, a preconceived plan, but Stalin is endeavoring to create a perfect Russian state before attempting to spread the doctrine throughout the world. Mrs. Gardner stressed the absolute equality of men and women in Russia, the effort to level all classes (thus collectivism) and the growth of a sort of religion without a Deity.

Next, Fascism,—something actually taking place and not an idea being worked out, as in Russia. This, Mrs. Gardner sees as the outgrowth of defeatism and disillusion and making its headway in the countries that did not get what they wanted in the Great War, Italy and Germany. Fascism is the exact opposite of Communism, is national in scope, does not abolish class distinctions, but directs individual effort to the benefit of the State. Nor are the women emancipated as in Russia; their province is the home and social work.

Hitler's trouble in Germany, so Mrs. Gardner says, is his effort to regiment the Lutheran Church, and the women.

Third, we have Socialism, the last stand of parliamentary government, most perfectly exemplified in Vienna, and by the Labor Party in England and the Socialist Party in France. But the youth in Europe, the young men, are either Communist or Fascist; they are not turning to Socialism.

And last the New Deal—our own effort to remedy existing economic and social conditions in an American way. We all wished Mrs. Gardner had spoken more freely here, since after all we are most interested in ourselves.

Mrs. Grace Patty, the Berkeley president, who presided as toastmistress and presented the speakers and honored guests, is surely to be congratulated on this most successful affair. VIVIAN YARBROUGH.

CLUB NOTES

THELMA M. McGUIRE

Johanna Heim won first prize in the contest of the Camera Club for a flower study. Johanna says this is a hobby and we are happy to know it is such a successful one.

Mrs. R. D. Withers, who motored to Monterey last week, says the blossoms are very beautiful.

We are glad to learn that Mrs. Anne Joseph has returned home from the hospital and is making an excellent recovery.

Mrs. Laura Clough has returned from a trip to Los Angeles.

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FUNERAL DIRECTORS

Peter E. McLaughlin
President

Maude E. McLaughlin
Secretary

Miss Bertha Dale and Miss Margaret Torreyson attended the San Jose B. & P. C. dinner last week.

Rose Bezek was recently awarded a gold medal as a symbol of her completion of ten years of service with the Massachusetts Mutual Life Co.

Miss Elizabeth Adams will spend Easter Sunday driving through the Blue Mountains toward Spokane, where she will attend a convention of the Inland Empire, an educational organization. The Inland Empire is a group of four states,—Idaho, Montana, Oregon, and Washington. Both Miss Adams and Mrs. Frances Raymond are traveling far afield this month.

Leola Good has been away from the fold so long several thought she was a new member. Mrs. Good's mother is on a trip East and Leola has taken advantage of her absence to do some heavy studying; however, she promises to attend more regularly.

A welcome letter from Gertrude A. Spriggs from Lomita, California, says she is getting along nicely but misses her games of bridge and intercourse with club members. Gertrude extends warmest greetings to all old friends.

Miss Duto, a former president of the Honolulu B. & P. C., has left for a visit to the Islands.

Jene S. Bishop has just returned from a week-end spent with Florence Callahan at her lovely home, Rancho Ojo Deagua de la Coche, situated near Morgan Hill, where spring blossoms make the Rancho more beautiful than ever. Jene is going to Portland to visit her niece and later to Idaho to visit with friends.

Louise Alfisen has just been appointed secretary of the County Nurses' Association and will be installed in her new office April 3.

Dr. Edith Hammond Williams, a former member, was the guest of Dr. Crete Crockett at the dinner March 20. Dr. Williams, who has just returned from Florida, was welcomed by a number of old friends. Miss Louise Vitt of the Velada Club of Hollywood attended the dinner also. Miss Vitt has been transferred to the San Francisco office of the Union Oil Company and we hope will transfer her membership to our club. Other guests welcomed were Mrs. Alfred C. Reed; Miss Thyra Walters, guest of her sister, Miss Eleanor Walters; Mrs. Molly Gunn, guest of Mrs. Carolyn Weber; Dr. Christine Essenberg and Miss Dorothy Keen, guests of Dr. Frieda L. Kruse; Miss Ida Roschmann, guest of Mrs. Helen Doble; Miss Josephine Demars, guest of Miss Ida J. Lord.

Kay's Easter bonnets are simply adorable and they are real bonnets, too. Her creations are alive with charm . . . and chic . . . she knows that flattering trick of complementing clothes. That's her SECRET! She'll remodel any ole top-knot, even a panama for \$3.00 . . . make you a brand new one for \$5.00. Little heads—big heads, come on! You'll be glad you came to

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THURSDAY EVENING IN THE CLUB ROOMS

As is the custom at these delightful at home informalities was the keynote last Thursday evening. Netta Jones, chairman for the evening, and Mabel Lepper were both unable to be present, but Susi Hicks and Maude McLaughlin filled in for them most acceptably. Netta was ill, but is recovering.

There were several guests outside the club membership, Dr. Christine Essenberg and her friend Mrs. Hart and Miss Scott, who came with Dr. Crockett, Mrs. P. L. Yarbrough, and a prospective member, Miss Ethel Ray, Margaret Bell's guest and the type gentlemen are said to prefer. We were glad to see Mrs. Ada Brace, our member, who is very busy and can drop in only occasionally!

Dr. Essenberg attended the Tuesday evening dinner with Dr. Frieda Kruse and Dr. Crockett, but did not speak of her work at that time. She is a former research biologist of the University of California but nine years ago founded the American School for Girls in Damascus at the request of prominent Moslems whom she had met in the city of Damascus. Her stories of the life of the Arab women, the ignorance and squalor in which they live and the work of the school, which now has one hundred pupils enrolled were a revelation to most of us.

Mrs. Daisy Prechtel had sent delicious cakes which were served with tea and candied orange peel made by Ellen Roberts. This meeting suffered, as most of the club's activities have this week, from the full calendar during National Business Women's Week, but forty or more were present and we all enjoyed the evening.

V. Y.

CORRECTION OF ADDRESS

Ruth P. Shaw, 837 Geary Street. PROspect 8422

NEW MEMBER

Miss Dorothy A. Ralston, 156 Henry Street, HEmlock 8476; A. Carlisle & Co., 135 Post Street; GARfield 2746.

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SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

APRIL 7, 1934

No. 14

Weekly Program



April 9—Book Section, 7:30 P. M.

April 10—Dramatic Section, 7:30 P. M.

April 12—Thursday Open House, 8 P. M.

Hostesses

Edith Floyd

Allene Schuerbrock

Dr. Harriet Ward

Ednah Butler

Ethel Sullivan

Edna Fogarty

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

ADVENTURING WITH WOLO

Our next program meeting promises to be quite interesting as we will go *Adventuring With Wolo*. All of you, no doubt, enjoy the whimsical life studies which appear in the daily *Chronicle*, and from present indications we expect to hang out the S.R.O. sign for this gathering. Therefore, it is suggested that right now you mark the date on your calendar, Tuesday, April 17, and 'phone that reservation to Mrs. Burlingame.

CAROLYN WEBER, Program Chairman.

CIVIC SECTION

Monday evening, March 26, Dr. Crete A. Crockett retired as chairman of this section and Mrs. Louise Stivers, the 1933 secretary, was unanimously chosen her successor.

Under Dr. Crockett's guidance the section has developed into one of the most active and perhaps the most interesting of the club's specialized activities. She has been more than ordinarily successful during the past year in attracting speakers and active participants to the section. Among her outstanding meetings were the one at which our member, Congresswomen Florence P. Kahn, spoke and the historic evening the section chose to tackle the crime question at a dinner meeting of the entire club.

Mrs. Stivers has well-formulated plans under way for this year and has partly completed a committee to assist her in choosing main topics for discussion with leaders and assistants for each topic. The idea is that these individual groups will be prepared on the chosen topics, with ample time permitted, however, for discussion of timely subjects that come up as the year advances. Tentative topics are Education, Taxation, and our Pacific Relations.

Further announcements will be made before the next section meeting, which will occur April 23.

APR -7 1934

V. Y.

DRAMATIC SECTION

Do you believe in fairies? The Dramatic Section does. On Tuesday evening we were given by Mrs. Hackett a demonstration of the graceful gestures and postures of these eerie folk. Perhaps we, too, can learn to mimic them. The balance of the evening was devoted to recitations and readings, with instructions as to voice placement and expression.

Mrs. Hackett has the faculty of making these meetings very interesting and we feel that those who do not participate are missing something very worth while. Come and join us.

Members desiring the lesson for the next meeting, call GRaystone 8655.

JOSEPHINE RUDASILL.

TEA FOR MISS FRYE

Miss Winifred Frye, president of the California Federation of Business and Professional Women's Clubs, was in San Francisco over this last week-end and our San Francisco Club had the honor of entertaining for her at tea Sunday afternoon in the club rooms. Miss Frye is making her official tour of the northern counties, and was much entertained during her short stay with us.

Receiving with our president, Miss Sylvia Kemp-ton, and the honor guest was Mrs. Mable Gregson, of Burlingame, the Bay District president. The tea table was presided over by Miss Margaret Bell, assisted by the Misses Walton, McLaughlin and Isabelle Banz. Spring flowers were used as decorations.

Mrs. Grace Patty, president of the Berkeley Club, Miss Annie Woodall, and Miss Patricia Calhoun were among those calling from Berkeley, and Dr. Judith Ahlem and Dr. Gourley, of Livermore, had driven up for the event also. About one hundred called to greet Miss Frye during the afternoon.

V. Y.

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Treasurer..... Amanda T. Heuermann
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DIRECTORS

Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

AN APPRECIATION

It is with a sense of pride we read the March issue of the *California Woman*. We are indeed privileged to be a part of a federation where, in Miss Frye's words, "our organization is composed of women who seek an intelligent knowledge and understanding of the problems we must meet today." Mrs. Carolyn Weber, in her editorial *The Power to Reason*, speaks of seeing the task complete before it is begun. This vision must have been hers, for surely her task as editor and publisher of the *California Woman* has been well done.

ARTICLE VI Representation

Section 1. Clubs shall be represented at the Annual Meeting by the club president or her appointee, and one delegate or alternate for the first ten members; in addition to the foregoing, each club shall be entitled to one member delegate or alternate for every additional 25 members or major fraction thereof.

Sec. 2. No delegate shall be allowed to represent more than one club. Each club president or her appointee, and each delegate to the Annual Meeting, shall have one vote. Voting by proxy, either verbal or written, shall not be permitted.

Sec. 3. The president and recording secretary of each member club shall certify to the names of delegates and alternates of the club to the District Credentials Committee.

IN THIS ISSUE of THE BUSINESS WOMAN you will find, in addition to our regular advertisers and others recently mentioned, Carter Farrar Printing Co.; Thos. Cook & Son, Wagons-Lits, Inc.; Travelogues in Color, by Branson de Cou; Louise C. Buck, insurance, and Mary Eleanor's Good Things to Eat.

BOOK SECTION MEETING

April 9, 1934, Monday, 7:30 P. M.

Dr. Harriet Ward is to give us a review of *The Great Offensive*, written by Maurice Hindus. You may recall Maurice Hindus, a recent San Francisco Forum speaker, is the author of *Red Bread*, *Broken Earth*, and *Humanity Uprooted*. *The Great Offensive* is a book written during and immediately after the author's latest visit to Russia, bringing up to date his narratives of the great socialist experiment going on in Russia. To quote: "*The Great Offensive* is a dramatic and concrete account of what Russia means today to the city dweller, the proletariat of the machine, and the peasant on the community farm."

Do try to be present, with your guests, to hear Dr. Ward. Meeting Monday evening at seven-thirty, April 9th, in club rooms.

GRACE DEMPSEY, *Chairman*.

MALOLO CRUISE

By way of illustrating the scope of THE BUSINESS WOMAN, we quote a letter recently received by the editor and which comes from an out-of-town reader:

"In the March 24th issue of THE BUSINESS WOMAN there was an advertisement relative to the *Malolo Cruise* in May. As I do not have the address of either Mary D. Crookston or Florence Drake LeRoy, I am wondering if you would be so kind as to ask either one of them to send me full information about the cruise. My sister is very much interested in making this trip, and if possible we would prefer to do business through a fellow business woman."

More details of the *Malolo Cruise* are to be found in Mrs. Crookston's advertisement in this issue. Let's all pull for Mrs. LeRoy!

R. C. A.

Nooking in Our Town was great sport, yet Sunday's thrill was the surprise "spread" afforded us by our Amanda Heuermann. "Where do we eat?" they would query. Harken the chatter when fourteen were seated at a delectable feast, all Amanda-cooked! Pip-pip, it was lickin' good! With poise and grace she made us all ter-hum.

List, Lassies—I sprout ide-ahs! A swim, a dinner, a theater, a hike, a walk and a trip in Sonoma county. There's a garden of diversion—pick yourself a boutonniere.

The immediate activity, Friday, the 6th—swimming in the Western Women's pool, right from the office, after 5:30. Come downstairs, indicate you are of my party, pay fifty cents and the swim is yours—bring your cap. Dinner upstairs. Bridge class has ample time to splash and chow, ere they bridge.

Wednesday, the 11th, we dine en famille at that individual edifice at Sacramento and Hyde—to be explicit—1200 Hyde. In a spacious room of past glory we celebrate cup'la burf-dys, too. Price, 50 cents and a dime for trimmings. Time—6 P. M. Let me know if you can, but come anyhow—you gotta eat some place!

Monday—the 16th. Alice Brady at the Columbia. Sunday—the 22nd—a real hike—about six miles in Marin County—save the date—more next issue.

A day at Sonoma Mission Inn—first Sunday in May—Hold it!

GERTRUDE D. TUBBS,
Recreation Chairman.

NEW MEMBER

Miss Valentine Sheela, 707 Stockton Street, GARfield 8588. Agent for Equitable Life Assurance Society, 315 Montgomery Street, DOuglas 7811.

CLUB NOTES

THELMA M. MCGUIRE

Ann Joseph is recuperating from her operation by spending two weeks in Fresno.

Miss Lena O'Connor left for an extended trip through Canada. She will visit with her family in Edmonton, Alberta, Canada, later driving to Ontario with her brother. Miss Almyra Duffey came up from San Jose to bid Miss O'Connor *bon voyage*.

Miss Netta Jones has just returned from a long visit with her family in St. Louis, Mo.

Miss Jessie E. Eckles has returned from her vacation in Fresno.

Miss Majorie Black wrote in to the club to say she is now with the Home Economics Department of the Del Rey Corporation of San Francisco.

"Methods of Making Application for a Position" was the subject of an address recently given by Miss Bertha Dale at the University High School, Oakland. The sympathy of her friends is extended to Miss Lydia Johnson, whose mother recently passed away in the East.

Mrs. Violet Neuenberg has been appointed secretary and organizer of the Women's Committee for the re-election of Florence P. Kahn to Congress, with headquarters at room 732, 111 Sutter Street, phone SUTTER 1962.

Miss Gertrude Eckhoff, Mrs. Gertrude Tubbs and Miss Thelma McGuire attended a social dinner of the Credit Women's Breakfast Club last week.

Have you read the *ads* in this issue of THE BUSINESS WOMAN?

YES! YES! Club Members!

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SELF PRESERVATION

Heading the news column of a country daily ran this item: "I know not how the truth may be, I only tell as 'twas told to me." As a matter of self preservation, your editor is thinking of running it weekly in the BUSINESS WOMAN.

SAN JOSE CELEBRATES

The fourteenth birthday party of the San Jose Club was held at the Saint Claire Hotel, at San Jose, on Saturday evening, March 24. San Francisco was represented by Bertha Dale, Hazel Jacoby, Valentine Sheela, one of our newest members, and Margaret Torreyson. Dr. Essenberg of Damascus, Syria, was the guest of Bertha Dale.

During the dinner hour we were entertained with delightful musical selections. After the birthday cake—and a real one, too—was cut by President Catherine Richardson and Junior Past President Nell Jarmon, installation of the new officers was held. The outgoing officers and directors symbolized the turning over of their duties to the new officers and directors by the presentation of a large bouquet of roses to each of the incoming members. Miss Carrie Williams is the newly elected president. State President, Winifred Frye, was a guest at the party as was Maude E. Empey, first vice-president of the state and first president of the San Jose Club. Mable Gregson, Bay District president, was also one of those present to wish San Jose many more happy birthdays.

The festivities were over early and out of town visitors were thus allowed to exchange greetings before starting homeward. A delightful evening was spent and San Francisco joins other clubs in wishing the new president of San Jose, and her officers, a most happy year.

MARGARET TORREYSON.

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Nell Boardman, 8 Jordan Avenue.

Miss Agnes V. Bowyer, 3845 California Street, Apt. 12.

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TRAVELOGUES—BRANSON DE COU

Many travel-loving eyes will turn with delight to the travelogues to be given in April by Branson de Cou. Romantic Old Mexico, Touring France, and Soviet Russia Today, are the three countries chosen for exposition in color. A vivid pageant of life unfolds before the audience when Branson de Cou gives his illustrated talks. Speaking each year to capacity audiences in New York, Boston and many other cities of the country, Alice Seckels and Elsie Cross have prevailed upon him to extend this season's tour to include San Francisco. Soviet Russia Today will be given the evening of April 17th, and will be followed by two other evening talks, one on Old Mexico on the 24th and the one on Touring France on the 20th. The talk on Old Mexico will be given a second time on Thursday morning, April 19th. All lectures will be held in the ballroom of the Fairmont Hotel.

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TOURING FRANCE, FRI. EVE., APRIL 20
OLD MEXICO, TUE. EVE., APRIL 24
Management Alice Sickels-Elsie Cross

THURSDAY EVENING IN THE CLUB ROOMS

Last week a small but very interesting group assembled; some played a game of bridge, others settled down to an evening of pleasant conversation. We had several guests; Miss A. de Puy, a guest of Miss Pearl Smith, also Miss Ethel Ray, a prospective member, and Miss Mayne Morris of Anaconda, Montana. Miss Morris' present address is 160 Beaver Street, San Francisco. Tea was poured by "Grebbe" and delicious cake was donated by her and Anne Attridge.

I. R. G.

THAT TRAFFIC CLUB

Ah—another year and installation season arrived for our sister clubbers, that alert and active Woman's Traffic Club. So many of us have become "regulars" that to be absent amounts to a social error. This time at the "Mark" they held forth, with some fifty and more attractive young women, fashioned to the day and placed in a setting of lilacs, roses, violas and mirrors—an exquisite picture. Legal appetizers, palate-tickling viands, music of the moment and gay good-fellowship filled the hours. Nan Lawrence—also of our B. P.—was chairman of the evening—she was splendid. Tribute to exit officers by Mrs. Beulah Morris, exit-president, and introductions by Miss Margaret Teebay, the newly elected, afforded happy interest. The gift to Mrs. Morris just had everything to do with coffee—percolator—creamer—etc. Nice to be a president! Bridge entered, accompanied by intriguing prizes, under guidance of Miss Betty Leonard. As the eleventh hour struck, lights dimmed on another gala contact.

GURTY.

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San Francisco

The Business Woman

SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

APRIL 14, 1934

No. 15

Weekly Program



April 16—Choral Section, 7:30 P. M.

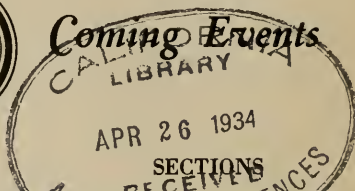
April 17—Dinner, 6:15 P. M.
Western Women's Building.
"Adventuring with Wolo" (of the
S. F. Chronicle).

April 19—Thursday Open House, 8 P. M.
Hostesses

Maude McLaughlin
Florence Hogan Anne Attridge
Garnet Slaughter Claire Ingham
Allene Schuerbrock

Please make dinner reservations early at Club Rooms, PProspect 8347

Coming Events



Book—Second Monday, 8:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

REMEMBER!!! OUR NEXT PROGRAM DATE

TUESDAY, APRIL 17TH

AT

6:15 P. M.

when we will go

"ADVENTURING WITH WOLO"

and view an exhibition of his original sketches,
many of which have not as yet been printed.

C. W.

LAST CALL

This is the last announcement for the Bridge Tournament on Friday, April 20, so if you have not made your reservations, do so at once, as there are only a very few tables left. There are two prizes of \$5.00 each, and the cost to join us is only 50c per person. Come and get one of the prizes.

CAROLINE BACHICH,

KEarny 6684.

JEANNETTE MCCURDY,

ORdway 9866.

HOW ARE YOUR PROSPECTS?

"I would have joined the Business and Professional Women's Club long ago, if I had known all the advantages it offers to members and the fine personal contacts that it makes possible." So said a young woman who joined our club not long ago. And there are many more such in the city, women whom we need and who would appreciate the good things that our club has to offer.

So in this issue of THE BUSINESS WOMAN we are making our final appeal that you ALL fill out the enclosed list of possible prospects for membership. We are just as grateful to you for one name as for eight, and remember that it is not necessary that those suggested be personal friends. If you prefer that your name be not mentioned in making our contacts, please so state at the bottom of the sheet.

You all know of business women who do not belong to our club, and whether or not you think they would be interested in joining, the committee wishes to have their names. Sometimes those who seem least interested become the most enthusiastic after visiting the club and experiencing for themselves the advantages which it offers.

So, dear members, one and all, please fill out the enclosed sheet at once. Send it to the chairman or to the club rooms, or bring it with you to our program dinner next Tuesday.

THANK YOU!

MARION MORRIS, *Chairman,*
Ways and Means Committee.

APR 13 1934

The Business Woman

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BUSINESS WOMAN

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Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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except Saturdays

GREETINGS FROM WINIFRED KERR

Winifred Kerr is another old member from whom we are always glad to hear. From Great Bend, Kansas, she writes:

"Once again a year has rolled around, and once again I send a check for club dues. It is a pleasure to send it; I don't know of anything I could buy with the money that would bring greater interest or inspiration.

"Please tell Marion Morris I wish her splendid success in her membership campaign. If business and professional women outside of the club could just realize what membership in the club means, the campaign would be a short one. Her announcement in the last BUSINESS WOMAN brought to my mind one business meeting in Ida Lord's term, when the members were asked to tell briefly what membership meant to each one. The answers were so inspiring; it was revelation! I was so thrilled I actually went home and wrote a verse about it!

"What an impressive list of radio speakers you had last week! In fact, every section and committee seems to be accomplishing its purpose with a marked degree of success; that's what makes the BUSINESS WOMAN so interesting.

"With the news of the passing of Elmina Kelly, there came a sense of personal loss, but her influence there will remain as long as the club exists. Her work as chairman of the Book Section was a part of the foundation of the club, and it was well done. We were fortunate who shared her friendship.

"Have had letters recently from some of the girls, which have been greatly appreciated. Will acknowledge them personally later, but now please just say 'Hello and good luck!' to everybody for me. As always, my best wishes to the club."

WINIFRED KERR.

Nell Boardman, who has moved to 8 Jordan Avenue, has a new telephone number, EVERgreen 2450.

ANOTHER BIRTHDAY PARTY

Who minds growing up when the passing of the years is celebrated with a birthday party? Helen F. Cobb writes us that the Livermore B. & P. W. Club is planning a particularly delightful celebration on April 17 and urges that as many as possible attend. The dinner will be served at 7:15 at the Palace Hotel, Livermore, for 65c plus tax, and reservation should be made immediately with Mrs. Burlingame.

ELECTION OF DELEGATES

At the business meeting on April 3, the following members were nominated as delegates to the convention of the California Federation of Business and Professional Women's Clubs to be held in Los Angeles, May 19 and 20, 1934:

Ida Reed	Margaret Torreyson
Bertha J. Dale	Anita Mayer
Roberta McCarty	Ida Grebinar
Lucia Steidel	Ethel Johnstone
Charlotte McClelland	Frances Raymond

The election will be held on April 17, 1934. Six delegates and seven alternates to be elected. Polls are open until 7 P. M.

Following members will serve as election committee: Anne P. Attridge, Ednah M. Butler, Mari Crandall.

GRAYCE DEMPSEY, Recording Secretary.

CLUB NOTES

THELMA M. MCGUIRE

Many of our members have taken advantage of the lovely spring weather and have flown hither and yon, reveling in the gorgeous wild flowers, pretty scenery and in balmy breezes.

Betty Walton motored to the Yosemite Valley with friends and had a week's delightful vacation. Mrs. Laura Clough spent the week-end in the Yosemite Valley.

The Peninsula was popular with Nell Boardman's trip to San Mateo to visit some school girl friend from Chicago; Josephine Rudasill's visit with Miss Brown's mother in Burlingame; and Merle Curington's motor tour of Carmel with her husband.

Rose Bezek wandered a long way from home. She drove to Los Angeles for the week-end.

Placerville was the destination of Mrs. Florence Capella, accompanied by her husband and sister.

Sacramento came in for its share of San Francisco's B. & P. Women as Miss Elizabeth Mowde visited her brother, later driving up to Woodland. Mrs. Margery Shaffer visited friends in Sacramento and Miss Thelma McGuire visited with her cousin who has just returned from the Hawaiian Islands.

Mrs. Christine Shaw, a member of the Atlanta Georgia, B. & P. W. Club, visited our club room last week with her mother-in-law, Mrs. Ruth Shaw.

Everyone was pleased to see Miss Augusta M. Alexander back after an absence of two years.

Mrs. Charlotte McClelland has heard from Miss Elizabeth Dutot from Honolulu. Miss Dutot is being extensively feted and having a glorious time. She was showered with sixteen leis upon her arrival.

Mrs. Genevieve Allen motored through the southern part of the state, attending the state convention of Women's International League for Peace, and visited the women's prison at Tehachapi on her return. Mrs. Allen reports that Josephine Jackson formerly women's superintendent at San Quentin was asked to become warden at Tehachapi by request of the women prisoners, and has received her appointment by the board.

CHORAL NOTES

Not to be outdone by the alto section, the sopranos increased their membership at the last meeting. Estelle Kane is the very newest choraler. There are now only nine more places to be filled. If you like to sing and can read music, you are eligible for membership. The choral is anxious to see which section gains the next step toward the quota of twenty-five, whether you sing soprano or alto, come along to the meeting Monday evening, April 16. You will enjoy it.

The choral is taking its training program very seriously. Mrs. LeRoy is giving exercises to encourage deep breathing and relaxation, and is also instructing the group in tone and harmony work. The new songs are still in the moaning and groaning stage, but will soon be three of the most delightful studies the choral has ever prepared.

ELSIE MACLAREN.

BOOK SECTION

During the past year the following books were presented to the club by the Book Section. Books were purchased from funds contributed by members at the regular section meetings. Selection of books was governed by choice or suggestion of member.

Ways to National Prosperity, by Carl Grunsky.
God Lights a Candle, by Anne Shannon Monroe.
Twenty Years A' Growing, by Maurice O'Sullivan.
Life begins at Forty, by Walter B. Pitkin.
The Way of Escape, by Sir Phillip Gibbs.
Little Man, What Now? by Hans Fallada.
Marie Antoinette, by Stefan Zweigs.
Angels and Amazons, by Inez Haynes Irwin.
Anthony Adverse, by Hervey Allen.
Mark of an Educated Man, by Albert Edward Viggam.

Human Being, by Christopher Morley.
Thunder on the Left, by Christopher Morley.
Looking Backward, by Edward Bellamy.
Occupational Interests and Personality Requirements of Women in Business and the Professions, by Grace E. Manson.

GRAYCE DEMPSEY, *Chairman*.

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PUBLIC RELATIONS DINNER

IN OHIO CLUB

By MABEL PINGER

(To Mabel Pinger we are indebted for a human interest story of Judge Florence E. Allen, who has recently been appointed by the President as a judge of the United States Circuit Court of Appeals. In writing a club member, Mrs. Pinger says: "I wish I could have portrayed Judge Allen's personality, her fineness and strength, which impressed me greatly, but I can't." We think she has.—EDITOR.)

Business Women's Week was celebrated by the Business and Professional Women's Club of Columbus, Ohio, by a formal dinner on March 15th, in the ball room of the Neil House, Columbus' swankiest hotel. The Neil House ball room is a charming room. Ceiling-high mirrors, divided into square panes, framed by heavy draperies, on three sides of the room gave the effect of many windows. Spring flowers were in low bowls on the tables. A varicolored low fountain played in the center of the room. So much for the setting.

After a group of songs and the introduction of a few honored guests, Judge Florence E. Allen was presented. Most of us have read of Judge Allen and know of her as the first woman to sit in a state supreme court. Her appointment by the President to the United States Circuit Court of Appeals and the confirmation of her appointment by the Senate came as a fitting climax to Business Women's Week in Ohio, the news of her confirmation having come just two hours before her appearance at the dinner.

She spoke quite simply of her appointment, attributing it to the co-operation of the men and women of the state. In a detached way she regards herself as an instrument in the great woman movement, and not as an individual woman, who has been signally honored. Dwelling upon this subject of co-operation, she believes that governmental troubles come because the people have not participated in the problems of government sufficiently. When we begin to appreciate, Judge Allen said, that the government, the courts, the legislature, exist for us, and assume our individual responsibility, then we shall begin to rid ourselves of the enormous political problems that surround us.

Judge Allen terms the present crisis a bloodless revolution, a readjustment, and it is imperative that we cling to the essentials of our living as we go into a new era. In considering these essentials, Judge Allen stated that we may judge a person, a family, a state, or a nation by what they keep when they move on and the unessentials are discarded. Four things there are which must be maintained and carried on into the next period of adjustment: the home; the school and library, representing education; the church, in the form of some kind of faith in the ultimate goodness; and the law, in its broadest and finest sense. When we have thrown out the cheapness and falseness, we shall be able to keep the integrity, which gave this country its virility and strength.

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R. C. A.

Lest you forget: R. C. A. interpreted: Recreation, Come Along! Which includes all B. P. W. members—not confined to our own club. The Welcome floats to any B. P. and likewise to your friends. No can tell, they might like us and join! You know—we are looking for a swell in membership! Furthermore, it is a great way to get acquainted; no need to feel strange—come right along, be agreeable, and all will be rosy!

We hence to the Columbia on Monday Night—the 16th. Alice Brady—that splendid actress so much in the talkies of late—will effervesce in “Biography” and it teems with laffs. If interested, get in touch with Me—Price 83c.

April 22nd—The Big Hike in Marin County—details next issue.

A day in Sono-my County, at Mission Inn. Via bus we go, and lunch we have at the Mission Inn, at Boyes Hot Springs—Sunday, May 6th. More next week. GERTRUDE D. TUBBS, *Recreation Chairman.*

ANOTHER THURSDAY

Several guests and prospective new members added zest to our first Open House following Lent and Easter. We hope they enjoyed themselves as much as we enjoyed having them. They included Miss Gaskell, guest of Dr. Crockett; Miss Betty Shaw, guest of Margery Shaffer; and the Misses Mary Fraser and Gerta Woodruff, guests of Marion Morris.

It was a pleasure to greet Dorothy Ralston, a new member, on her first visit to Open House, and hope she comes often.

There were a number of Bridgers enjoying our lovely covers and cards; a table of “Jiggers,” en-

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thusiastic over a trip of “120 Minutes Around the World,” and the Divaners having a real chatty tin together.

Margaret Bell whispers that at our next gathering, April 19, there is to be a special party for the new members and we are sure as many old members possible will be there to welcome them.

In the scheme of things, the hostess chairman the evening presides over the lace-covered tea table pouring the tea, and it was my pleasure to be kept busy. For the supply of delicious home-made cake and orange bread we extend our thanks to Dr. Ad Ruth Taylor and Jessie McKinney.

Please remember that each Thursday evening your attendance adds another link to this golden chain of friendship, which strengthens the co-operation among the members of such a splendid organization as the B. P. W's.

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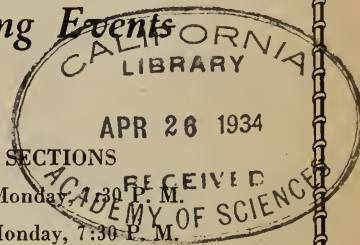
APRIL 21, 1934

No. 16

Weekly Program



Coming Events



April 23—Civic Section, 7:30 P. M.

April 24—Dramatic Section, 7:30 P. M.

April 26—Thursday Open House, 8 P. M.

Reception for New Members.

Hostesses

Frances Egan

Edith Nelson

Lucy Thompson

Allene Schuerbrock

Edith Mowder

Gladys Smith

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

CIVIC SECTION

The Civic Section promises an exceptionally interesting meeting Monday evening, April 23, when Miss Georgiana Carden will be the guest speaker. Miss Carden, as many of us know, is superintendent of public dance halls in San Francisco and is devoting her life to various forms of reform. Her humanitarian work with young girls who have committed their first criminal offense qualifies her to give us first-hand information on a subject in which all women sympathize. We are fortunate, therefore, to have this opportunity to meet Miss Carden.

OAKLAND INVITES YOU

Dear Club President:

Thursday evening, April 26, is the date of the installation Dinner of the Oakland Business and Professional Women's Club. Jack Tucker, the famous sound effect man of the NBC, will demonstrate how sound effects are made over the air and in the movies.

We hope many of your members will be able to attend. Price 85c plus tax; Hotel Leamington, Oakland, California, 7:00 P. M.

Sincerely, A. LIGNELL, *President*.

(Please make reservations promptly with Mrs. Burlingame.)

NELL PALMER TAKES A BOW

As a shining example of a pioneer business woman, the biography of Nell Palmer was recently read by a high school student at a meeting of the B. & P. W. Club of Great Bend, Kansas.

The reader, who is taking a commercial course, was introduced as a future business woman and was dressed according to the mode of 1883, when Mrs. Palmer launched on her business career. Winifred Kerr, who was responsible for the program, reports that much interest and admiration were evinced for our life member, Nell Palmer, of whom we are justly proud.

DRAMATIC SECTION

From all indications of the last Dramatic Section meeting, the club is in store for a very entertaining evening on May 8.

We were very pleased to welcome Mrs. Cora White as a member to our Section. Greetings to you, Mrs. White!

JOSEPHINE RUDASILL.

AN ORCHID TO YOU, STOCKTON

The annual meeting of the Bay District B.P.W.C. was held in Stockton on Sunday, April 8. A large delegation from the San Francisco club went up to Stockton on Saturday to attend the Fourth Annual Presidents' Night Dinner and program of the Stockton club. The club was complimented by the presence of Miss Winifred Frye, president of the State Federation. A bountiful Italian dinner was served to the accompaniment of lovely music and was followed by a clever playlet which carried out the Italian theme and which was written and directed by club members.

On Sunday morning, the business meeting of the Bay District was held in the Fountain Room of the Hotel Clark. During the luncheon which followed, an unusually pleasing program of music was presented. (Ask Louise Jolly for particulars.) The new officers for the Bay District installed after the luncheon were: Miss Florence Stahl, San Jose, president; Mrs. Mabel Dye, Alameda, vice-president; Mrs. Charlotte McClelland, San Francisco, recording secretary; and Miss Clara Munson, Santa Cruz, auditor. A trip to the Port of Stockton concluded the program for the day. The Stockton club added lustre to its well-earned reputation for gracious hospitality and original entertainment. Felicitations, Stockton, and thank you!

PHOEBE WRAMP.

The Business Woman

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take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

OFFICERS

President.....Sylvia Kempton
First Vice-President.....Margaret Torreyson
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Elizabeth Adams
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

AN EXCELLENT INVESTMENT

With the advent of spring one of our local writers frequently refers to *itching feet*. Unquestionably many of us are so afflicted and are consequently tempted to plan vacations. No harm in day dreams, anyway. Many fail to realize the value of travel. After all, it is the best kind of investment, for it spells rest, change and health. Who has not, during the past five years, lost much of her savings and regretted not having invested in the more enduring—an education of travel—memories of which the stock market and other contributory factors to the depression cannot efface? The trouble this year is there are so many attractive trips planned it is hard to make a decision.

First on the calendar comes the *Malolo Cruise* (May 25-June 7). Ah! That is a real holiday. Think of sailing away in the "merrie month of May" to the land of your dreams, for every single soul in San Francisco plans that trip some day. Perhaps it has been your good fortune to have already taken it. Then, what could be more thrilling than a caravan of Business and Professional Women off to the *Regional Conference* at the Canyon Hotel, Yellowstone Park (June 18, 19 and 20); or joining the *International Study Group* in the Mexico trip (leaving San Francisco June 27, returning July 15) under the leadership of the gifted and charming Ruth Comfort Mitchell? The combination of a vacation in delightful Mexico with congenial companionship and the opportunity to enlarge one's information and deepen one's understanding of a unique and interesting country is a rare privilege. Bronson de Cou's lecture on old Mexico, to be given April 24 at the Fairmont Hotel will stir within you a longing to see for yourself the inheritance of our neighbors to the south.

Take your choice! And if you are in doubt, our travel agent member will gladly advise you.

TO BE ALIVE

(The following inspirational poem by Ange Morgan was thoughtfully contributed by Fern M. Grath.)

"To be alive in such an age!
To live to it!
To give to it!
Rise, soul, from thy despairing knees.
What if thy lips have drunk the lees?
The passion of a larger claim
Will put thy puny grief to shame.
Fling forth thy sorrow to the wind
And link thy hope with humankind;
Breathe the world-thought, do the world-deed,
Think hugely of thy brother's need.
And what thy woe, and what thy weal?
Look to the work the times reveal!
Give thanks with all thy flaming heart,
Glad but to have in it a part.
Give thanks and clasp thy heritage—
To be alive in such an age!"

WINDOW GARDENS FOR BUSY WOMEN

Even though you live in one room or a small apartment and are a very busy person without an inch of earth to call your own, you may still have a beautiful garden.

We will name you two things to plant right now that will provide luxuriant growth and a blaze of color through the summer and early fall. Good choices for beginning gardeners, they require little cash outlay and are practically foolproof. Requirements are a sunny window with south or west exposure; fire escapes are not so good because the afternoon trade winds blow too strong here in San Francisco.

First of all we suggest the newly developed golden gleam nasturtium, which is double and sweet scented. A twenty-cent packet contains about twenty-four seeds, sufficient to plant a big fern box, several pots and half the packet left over to give to a friend. If set in ten-inch pots, we suggest three seeds to the pot, twelve seeds—staggered—to a three-foot fern box. Choose your container and place rocks loosely around the drainage holes, then fill with a soil mixture of earth from any lot or garden, well mixed with a little sand and a plant food such as Loma or Vigoro (the ten-cent stores sell them) in the proportion of two teaspoonfuls of plant food to the quart of earth. Plant the seeds and then water thoroughly. Always remember in watering house plants to do it well every four or five days, after first lightly cultivating the soil with a fork.

These nasturtiums are advertised as eighteen-inch bushy plants, but frequently surprise by sending out long runners. The stalks have a delicate appearance and should be staked with small sticks after they get about eight or ten inches high.

Next we would choose coleus. These are the ornamental foliage plants and they range in color from delicate greens through pink to the rich, dark red varieties. They slip easily in water, or can be bought in desired shades from the florists for fifteen cents each. They should be transferred immediately into larger pots or fern boxes and a beautiful box can be arranged by grouping three or four different shades. Prepare the soil in the same way as for the nasturtiums and transfer the plants without disturbing the roots. Bury them a little deeper than in their original pots.

If you want contrast, a gorgeous box can be arranged with nasturtiums and two or three of the dark red coleus in the center. The nasturtiums will trail over the sides and ends of the box and fill the air with their fragrance. House-plants tend to face the sun, so the containers should be turned every two weeks or so, to keep the plants symmetrical. Be sure to crowd your plants; they provide shelter and support for each other and so present a more luxuriant growth.

V. Y.

R. C. A.

Let me tell you: That family dinner t'other evening was some sumfin! Twenty-six thereof rather swamped the lay-dee, so from the point of service, etc.—mediocre, but as a jolly round table—GREAT! Our s'nice President wuz thar and so gracious and understanding, she won the group hands down! Ah—Trixie Forman and Ednah Butler—the burf-dyals—how Trixie can cut a cake—perfection!

The Big Moment—"Our hike." Say that word o a Sierra-club-ite and tell 'em where—they look pathetic—to them it is a stroll before breakfast. However, to us'n, some six or so miles is going some; yet it is all flat, no hills and breezes from the ocean invigorate. Take your thermos full of hot coffee, bring some weenies or sandwiches, titbits—but not oo much, heavy to drag along. Wear stout shoes—the tooties gotta work—rough clothes. Sausalito Ferry—the 9:15 Boat—Sunday, April 22nd. Marin County—from the station Manzanita—to the ocean—right through the hills, not over. Any further info—telephone me.

Monday Night—April 30th—that's a break, no club activity—we to the Curran hence, to enjoy Will Rogers in O'Neill's play, "Ah Wilderness." Price—\$1.10—in the gallery!!

Sunday—May 6th—that day at Mission Inn, Boyes Springs, Sonoma County. Price—net \$3.07. Freyhold bus fare, luncheon at inn, tax and tip. More next week—dass'al today.

GERTRUDE D. TUBBS, *Recreation Chairman.*

ARE YOU LOOKING FORWARD TO
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For POSITIVE PROOF that spring has come, just take a peep inside Rose O'Brien's delightful Fashion Studio! Why . . . her new arrivals proclaim that it won't be long till summer! Sport frocks . . . men's shirt-dresses . . . tub silks . . . ensembles . . . sprightly prints with wool coats . . . knitted suits and dresses for town and country. Every exquisite couturier copy in the studio is thrillingly individual . . . and not one over \$25.00! And there are sizes for everyone at Suite 201-204, The Hotel Plaza. SUtter 7200.

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CLUB NOTES

THELMA M. MCGUIRE

Dr. Josephine Fernald has not been in to see us since last November, but the other night she promised to let us get acquainted with her again by more regular attendance. We have missed you, Dr. Fernald.

Dr. Phillis Bourne and her husband spent the week-end in Carmel.

We are glad to hear that Miss Lois Peckham's sister has recovered sufficiently to return to their home in San Jose. They are living at 615 East Santa Clara, San Jose.

We recently received a very welcome letter from Sarah McLaughlin, who is now living in Huntington Park, Los Angeles. Her address is 5420 Pacific Boulevard, Apt. 10. She tells us she has recovered from her illness and is able to enjoy the spring, but she misses the affairs of our club. She particularly mentioned the festivities of the R.C.A. with Gertrude Tubbs as a leader, and hopes to be able to join in some of the celebrations to take place as the bridge construction goes on. It is a dream that if she could have seen the Golden Gate as it was first seen by the eyes of man, what a charming scene it must have been!

The girls from Gilroy have invited any members of the Bay District to join them in a picnic, Sunday, April 22. Mrs. Burlingame will gladly give you full particulars of this attractive event.

CHANGES OF ADDRESS

Miss Josephine V. Rausch, 3640 Fillmore Street.
Mrs. Leora M. Butler, 3300 Laguna Street.

Have you been to Europe?

Are you going to Europe?

In either case you will want to read "A European Year," by Irma and Viola Eckstein of San Francisco.

We have a limited number of books which we are selling for 75c each, which is about one-half the cost of publishing. It's a different type of Travel Book that you will enjoy.

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Secretary

THURSDAY AT HOME

There is an old story that when April Fool's Day falls on Easter, the old jester himself gets fooled and has to behave, so to make things even, he fools us all the month of April. However true this may be, he played a trick on the members of the B. P. W. C. who arrived on this jolly planet in the month of April and worked black magic so that the notice of the Thursday evening party in their honor didn't get into the paper as was intended. The result was that Ednah Butler was the only honoree. However, there were plenty of us who were only too willing to help her enjoy the party. Sara Rosenberg, Ada Brace and Louise Buck were the generous "bringers" of delicious cake, and judging from the way it disappeared, the affair was a huge success.

Some of the older members were glad to greet Mrs. Spengemann, who was a member from our early days until a year or two ago. With her was Mrs. Pape, a much interested prospective member; both were the guests of Mrs. Marshall.

There is to be a reception for new members on the 26th. Let's give them a hearty welcome.

E. H. W.

OUR FAMILY TREE

[During National Business Week many expressed regret that the majority of the radio addresses were given at an hour when we could not listen in. Miss Sylvia Kempton's address, which was written by Miss Z. Clements, gives so much interesting data on the Business & Professional Women's Club in general and our San Francisco Club in particular, that we publish the text in full. Miss Clements is well qualified to write on the subject of club history as she is an old member and a past president. For old members it abounds in reminiscences, and to new members it tells us something of our family tree.]

The National Federation of Business & Professional Women has designated the week of March 11 for the seventh annual observance of Business Women's Week, and the Business & Professional Women's Club of San Francisco has joined with its sister clubs for this purpose.

There are over thirteen hundred clubs in the National organization, representing more than fifty thousand business and professional women. Last July five thousand gathered in Chicago for the second biennial convention, and presented for their members a program such as has seldom been offered by any organized body of men or women, of intelligent thought and constructive planning.

Whoo—Hoo—Club Girls!

Here I am—come on—come see me!

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Luncheon, 11 to 4

Dinner, 5 to 7:30

Sunday—4 to 7:30

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Garfield 0951

In proportion to its population California has the greatest number of members in its state organization, due to the fact that organizations of business and professional women were well under way in this state before the national organization or other state organizations were formed.

In November, 1916, some eighteen women, all business executives, met at luncheon with an idea of forming a luncheon club for business women. That the idea was approved was evidenced by the official launching of the Business & Professional Women's Club of San Francisco in February, 1917. The club grew rapidly under the leadership of its first president, Lillian Palmer, despite the fact that it led a nomad-like existence trying out the luncheon facilities of first one place and then another with varying results.

Finally the president became firmly imbued with the idea that a permanent home was necessary to our happiness, as well as growth. She argued that like everything else we must have some place to take root, so she went house hunting, and when she found a suitable place a committee was formed to investigate and approve. The place, conveniently located on Kearny Street, was not attractive, but dues were low and money was not plentiful; besides, our membership possessed plenty of initiative and ingenuity.

[To be continued]

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The Business Woman

APR 27 1934
SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 11

APRIL 28, 1934

No. 17

Weekly Program



Coming Events

SEP 12 1934

May 1—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

May 3—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Mabel Lepper Sara Rosenberg
Vivian Yarbrough Allene Schuerbrock
Daisy Denis

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

DRAMATIC SECTION

For the benefit of those who plan to attend our *radio party*, we wish to announce that the date has been changed from May 8 to May 22.

THELMA M. MCGUIRE.

GUEST PRIVILEGES FOR MAY

During the month of May we are planning to extend guest privileges to prospective members so that they may join in our activities and learn more about it. This information is being sent to all those whose names are on our ever-lengthening list, and those who request them will receive guest cards. So let us all be on our toes during the coming month, and plan for sections and other meetings so that they will be particularly worth while.

And you who haven't sent in that list of prospective members—please do so at once. We need those names—every one of them!

MARION MORRIS.

ADVENTURING WITH WOLO

The April program dinner held Tuesday evening, the 17th, in the ballroom of the Western Women's Club turned out to be a sightseeing trip. And what sights some of them were, too! Our president, Miss Sylvia Kempton, presided at dinner and later presented Mrs. Carolyn Weber, program chairman, who introduced Wolo, the guest speaker, after first telling us something of the history of this engaging young man.

His real name is Wolf von Falkenstein and he is drawing the caricatures which appear daily in the *Chronicle*.

His discourse, like all Gaul, was divided into three parts. First he told us where and how he stalks his victims—the beaches and parks for the children, libraries and museums for the bums, and the dime stores where people are natural. It remained for Aaron von Falkenstein to say something new about the four lines of cars running on Market Street, too;

they make so much noise he can't overhear what people are saying, so this street is now off his route.

Next he made sketches for us, large scale ones, starting off with his conception of a clubwoman until he met us; or so he said. She was a funny looking female in a high hat. He followed this blasphemy with some of the more popular sketches which have been published—the man with the oil can who tends the cable car switches, the little girl with the patch on her rear bumper, and the old flower seller with the dog. Wolo lines in his figures lightly and then completes his caricatures with great speed and sureness. He draws entirely with his left hand and has a habit of wiping the carbon off on his trousers, which must be hard on the furniture. He keeps up a running fire of comment while working that is highly entertaining; and evidently being very fond of people, he talks easily and well and in his turn is easy to talk to.

The last part of his talk Wolo devoted to defining his art for us and showing us the mechanics of caricaturing. He divided the face into sections and explained general prevailing types: the cat eyes of actresses, for instance, and the square jaws of fighters. Julius Caesar and General Pershing are examples. He is apparently no great devotee of beauty as such, but prefers faces full of character and personality. About three out of five call for their sketches at the *Chronicle* office, which must prove something or other about the sense of humor of San Franciscans. Wolo is unquestionably a genius. There is an underlying depth to his art tempered with his great love for humanity which carries a real message to his audience, and he was received by about one hundred and fifty members and friends with delighted enthusiasm.

VIVIAN YARBROUGH

The address of our new Bay District president, Miss A. Almira Duffey, is the De Anza Hotel, San Jose.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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AN OLD FRIEND PASSES

Rosetta M. Reynolds has been called to enter that shadow we call death, and my thoughts travel back to that time when she moved among us as a loyal member of our club. During her long period of invalidism she has never ceased to be interested in our activities, watching each week for THE BUSINESS WOMAN, which brought to her the happenings of the club and its members. She possessed a rare personality and those of us who knew her are thankful for the privilege.

We extend sympathy to our member, Miss Calderwood, who has been her constant companion these many years, and share with her the sadness in the passing of such a friend.

IDA J. LORD.

ELECTION OF DELEGATES

At the dinner meeting on April 17, the following members were elected as delegates to the Annual Convention of the California Federation of Business and Professional Women's Clubs at Los Angeles, May 19 and 20, 1934.

Delegates	Alternates
Sylvia Kempton	Ethel M. Johnstone
Ida M. Reed	Anita Mayer
Bertha J. Dale	Ida Grebinar
Margaret Torreyson	Lucia Steidel
Charlotte McClelland	Roberta McCarty
Frances Raymond	

The following members served as the election committee: Anne Attridge, A. M. Jones, Josephine Rudasil.

GRACEY DEMPSEY, Recording Secretary.

PLEASE NOTE the first installment of *Our Family Tree* appeared in the April 21 issue of THE BUSINESS WOMAN. The remainder of this article will be published from time to time as space permits.

THURSDAY EVENING OPEN HOUSE

Open House April 19 was unusually well attended by many members and friends. Bridge was the order of the evening, and later Ada Brace, whom we all love to see, graciously offered to tell our fortunes with cards. Mrs. Schuerbrock made the tea, which was served with tempting cookies donated by Jean Kerrison and Anne Attridge. Among the guests were Enaid Jones' mother and aunt, Mrs. E. J. Murphy. The latter is visiting her home city after some years' residence in the Philippine Islands.

The hostesses for the evening were Maude McLaughlin, Florence Hogan, and Anne Attridge.

A. P. A.

BRIDGE TOURNAMENT

We are happy to announce the winners of the Tournament held April 20:

N & S—Helen White and Winifred Morrison.

E & W—Elizabeth Adams and Lucia Steidel.

It was a most pleasant evening, and everything went so smoothly that the playing was finished at 10:30. And best of all, we had eighteen full tables, in other words, a full house.

We want to thank the club members and their friends for contributing to this pleasant evening, and we hope you all had a good time. And, if it is the pleasure of the club, we will have another Tournament soon.

JEANNETTE McCURDY,
CAROLINE BACHICH.

ARTICLE XVI

Section 1. The name of this Club shall not be used in the endorsement of any enterprise, person or policy, or legislative measure except by a two thirds vote of the members present and voting or and after notice of such proposed action has been mailed to each member at least three (3) days previous to the meeting when action is taken.

RESOLUTION

WHEREAS Florence P. Kahn, Congresswoman from the Fourth Congressional District, has served San Francisco with distinction and is recognized in Washington as a shrewd, capable legislator and because of her seniority and prestige is one of the most effective members of the House of Representatives; and

WHEREAS during the present national crisis she has sponsored and supported progressive legislation designed to improve business conditions and to relieve unemployment, be it

Resolved, That we believe the interests of San Francisco and particularly of the Business and Professional Women's group will be best served by returning Florence P. Kahn to Congress and we pledge our active support for her re-election.

Come and vote on this resolution at the business meeting of May 1, 1934.

The Margaret Mary Morgan Co. has a new advertisement this week. After reading it, members will want to take advantage of it. To our growing list of advertisers we add this week Paul's Hair Dressing Salon, 716 Sutter Street, and the Alta Mir Hotel and Cottages, Sausalito.

Some of our members who are talking about buying new cars are wondering if they can really afford to do so. Here's a thought on that. People rise to their responsibilities; the advent of twins has boosted many a clerk into the executive class.

ALL FOR THE FIFTEENTH ANNUAL CONVENTION OF THE CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS.

In accordance with the provisions of the by-laws of the California Federation of Business and Professional Women's Clubs, I hereby call a convention of said organization, to be held at the Biltmore Hotel in the City of Los Angeles on May 19 and 20, 1934. The convention will be called to order at ten o'clock A. M. on Saturday, May 19, 1934.

Board of Directors Meeting: A meeting of the Board of Directors of said organization will be held at the Biltmore Hotel at 9:15 A. M. Saturday, May 19, 1934.

(Notice as to rooms in which meetings will be held will be posted on Bulletin Board.)

Besides the regular routine business of our corporation, there are changes in the by-laws to be considered, a copy of which suggested changes is appended to this call. Club presidents are requested to bring with them their copy of the State By-Laws. All clubs should instruct their delegates how to vote. It is most earnestly desired that every club be represented by its president, its quota of delegates and alternates. Their credentials, signed by the club president and secretary, should be forwarded to the CREDENTIALS CHAIRMAN, Miss Monte Bedwell, 1729 Maple Avenue, Bakersfield.

Credential blanks are attached. These must be signed, in duplicate, one copy to be forwarded to the Chairman of Credentials Committee at the earliest date possible, *positively not later than ten days before* the annual meeting; the other copy to be given to the delegate or her alternate, to be presented to the Chairman of Credentials on arrival at the convention. *Delegates must also present current National Membership Card.*

Representation: Article II, Section 1 of the By-laws reads as follows:

"Section 1. The Voting Body of this Federation shall consist of (1) Directors; (2) The President of each club belonging to this Federation; (3) in addition to the foregoing, each club of fifty (50) or more members shall be entitled to one delegate for the first fifty (50) members and one delegate for each additional fifty (50) members or major fraction thereof, or, (4) regularly elected and accredited alternates."

Resolutions: Article IX of the By-Laws reads as follows:

"All resolutions, except courtesy resolutions, offered for consideration at any meeting of this Federation shall have been previously approved by action of a club belonging to this Federation and shall be assigned to the appropriate committee for consideration. Such committee shall make a report to the voting body on each resolution, giving the recommendation of the committee in reference thereto. All resolutions must be presented to the committee by noon of the first day of the convention and shall be read to the convention at a meeting prior to the meeting at which action thereon shall be taken."

Chairman, Resolutions Committee: Miss Margaret Correyson, 723 Balboa Bldg., San Francisco.

Reports: The State Officers, District Presidents, State Chairmen of Standing Committees and Directors at Large shall make written reports, in quadruplicate, on paper, size 8½x11 inches, of the accomplishments and activities of their respective offices; said reports shall be limited to five minutes.

Registration: Headquarters for registration and information will be at the Biltmore Hotel. Registration fee for delegates, alternates and visiting members shall be \$1.00, which fee shall include program and badge.

Registration desk will be open Friday evening. Members are urged to register immediately upon arrival as it will greatly facilitate the work of the committees.

WINIFRED M. FRYE, *President,*
California Federation of Business and Professional Women's Clubs.

Santa Barbara, California,
April 18, 1934.

R. C. A.

Monday—the 30th: Will Rogers, philosophic humorist, will afford us smiles a-many in "Ah Wilderness," the first of Eugene O'Neill's plays with a comedy flair. Willie should be worth the \$1.10 in the gallery and my fifty seats are dwindling.

Sunday—May 6th: Sonoma Day. Bus leaves station at Fifth and Mission at 10 SHARP! Arrives at Mission Inn with its party primed for eats! Follows, leisure for loitering, swimming, investigating, un-laxing. At 5, we turn to San Francisco, arriving at 8. S'nice day in the country, not exerting, and \$3.07 covers all! Mebbe you have a little buzz-wagon and would like to run up with friends—do so. That would be grand! Please advise me, or our Mrs. Burlingame, if you are joining with us, that proper reservation can be made for lunch.

Monday—May 7th: SCOOP! Our own Cornelia Farrell has procured us an invitation to enjoy the broadcast of M. J. B. "Demi-Tasse Revue," from the Embassy Room at the St. Francis Hotel. Col. Arnheim and orchestra and Miss Lizzie Lish—in the flesh. Arrange for dinner downtown—be at the broadcast, seated by 7:15, and if you have an engagement after 8—keep it. Please advise me, or our Mrs. Burlingame, if you wish a ticket, as I must advise our host as soon as possible.

Dass'al!

GERTRUDE D. TUBBS, *Recreation Chairman.*

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CLUB NOTES

THELMA M. MCGUIRE

Everyone will be happy to know that Miss Clotilde Grunsky has again been appointed Pacific Coast editor for *The Electrical Merchandizing*.

A recent letter from Mrs. Charlotte MacCuaig from Bellingham tells us that she has visited Vancouver and other points of interest and is having a delightful time.

We have also received a letter from Mrs. Louella Payne from the Lavina Sanitarium. She says she is improving rapidly and consequently is very happy. She writes: "I am very grateful for the interest expressed in *Tillie's* letters to me. They are so cheerful. . . . We have a radio, lots of magazines and books, but letters are longed for."

Miss Margaret Torreyson has been appointed Legislative Chairman for the Bay District.

Miss Lilian Elias was the week-end guest of Mrs. Ida Grebinar at Larkspur.

Mrs. Rose O'Brien was a guest of friends for several days in Fairfax.

Mrs. Edith Wiltse's friends will be glad to know that she is greatly improved and is again at the Hotel Detroit, St. Petersburg, Florida, after being in the hospital for three weeks.

Miss Sylvia Kempton was a guest at the luncheon held in honor of Francis Lederer, given by the Women's Division of the American Institute of Banking. Miss Kempton was also guest of the Advertising Club at the Palace Hotel when they celebrated the twenty-eighth anniversary of the fire.

Miss Ethel Johnstone is spending all her week-ends with her mother in Lake County.

Mrs. D. R. Withers was a guest of Mrs. C. Rawak last week-end at Camp Mecca.

Miss Ida Reed has had a distinguished guest visiting her, Mrs. Amelia F. Johnson, attorney, of Los Angeles. Mrs. Johnson, who is the California State Chairman of the Legislative Committee, was greeted by many old friends at our last dinner meeting.

The Misses Sylvia Kempton, Bertha Dale, and Mrs. Charlotte McClelland attended the birthday dinner of the Livermore Club last week.

Dr. and Mr. Hamilton celebrated their twentieth wedding anniversary at Sonoma Mission Inn last week.

(Our alert club reporter submitted a long list of members and their guests who attended our last dinner, but lack of space prevents this being published.—Ed.)

Here is Wolo's recipe for beauty: "Just wash real clean and try to look interesting."

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In either case you will want to read "A European Year," by Irma and Viola Eckstein of San Francisco.

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The Business Woman

SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

MAY 5, 1934

No. 18

Weekly Program



Coming Events

MAY 11 1934

CALIFORNIA
ACADEMY OF SCIENCES
RECEIVED
SECTION 5

May 7—Choral Section, 7:30 P. M.

May 8—Dramatic Section, 7:30 P. M.

May 10—Thursday Open House, 8 P. M.

Reception for Mothers.

Hostesses

Ida Grebinar

Susie Hicks

Elsie Maclaren

Madelon Saxon

Allene Schuerbrock

Josephine Rudasill

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

ONE DOLLAR A MONTH

Have you seen the blue cards, *One Dollar a Month*, which have been donated to the club through the courtesy of Jean Kerrison? Mrs. Burlingame will gladly furnish you with as many as you wish for distribution among your friends. They may be interested in knowing just how much it means to be a member of the Business and Professional Women's Club.

OFFERED

\$1000 Award for Community Service

Shifting the spotlight from the achievements of individuals to those of organized groups, the *Ladies' Home Journal*, in its April issue, offers an award of \$1000 to the organization which during the year 1933 performed the most constructive piece of community service.

Mrs. Geline MacDonald Bowman, President of the National Federation of the Business and Professional Women's Clubs, who is one of the five judges, heartily endorses participation in this contest, her comment upon it being as follows: "Because its purpose is in line with the program of our own organization in its civic activities, I commend to the clubs in the National Federation of Business and Professional Women's Clubs participation in the competition for the \$1,000 Civic Project award offered by the *Ladies' Home Journal*."

"I have long believed that one of the greatest services organized groups of women could render was to hold their own communities to high standards of government, of education, of recreation, of social welfare. For many years, valuable work along these lines has gone almost unnoticed. The action of the *Ladies' Home Journal* in offering an award for the best civic accomplishment of a women's organization will focus attention upon women's participation in the life of a community, and act as an incentive to club women to make their group effort productive of a substantial contribution to community life."

DR. LOUIS J. JOEST

The name of Dr. Joest brings to us memories of a delightfully instructive evening in 1931 when he addressed us on Central America.

At our next dinner meeting May 15, Dr. Joest will speak on the intriguing subject, *Tutule—the Lost Tribe. How I Got There and What I Found*, and will display many interesting specimens. We indeed have a rare treat in store.

CHORAL NOTES

April was a five-Monday month, which made quite a long stretch between the regular Choral meetings. Consequently, an extra meeting was held Thursday, April 26. The scheduled work has been sidetracked until after May 7 as the Choral is preparing for another occasion. On Tuesday, May 15, at 8:15, Mrs. LeRoy will present at California Hall, 1750 Clay Street, a *Gala Concert* in which all of her local chorals will participate. Your Choral, in Spanish costume, will sing "Morning," "Napoli," "Seville," and "La Reina." Among other attractions will be a talented young Spanish dancer, and you will have the opportunity to hear Mrs. Francisca Vallejo McKettigan play a group of her own compositions. Unfortunately, this concert coincides with our program dinner meeting, but it will be possible to attend the club program and be at California Hall in ample time to hear the best part of the concert.

The proceeds of this concert are for Mrs. LeRoy and tickets may be procured from any member of the Choral or directly from Mrs. LeRoy at 55c each. Let's help Mrs. LeRoy put it over! Buy one ticket (no objections to more), and if you can't use it, pass it along to someone who will enjoy a *Gala Concert*.

ELSIE MACLAREN.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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Associate Editor.....Vivian Yarbrough
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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Office Hours from 11 a. m. to 4 p. m.
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CIVIC SECTION

Miss Georgiana Carden as guest speaker for the Civic Section Monday evening, April 23, told of her experiences in the public dance halls of San Francisco. This interesting woman, who is superintendent of public dance halls, representing the Police Commission and several charitable and civic organizations, also centers considerable effort at the city jail on behalf of first offenders. Her work among minor girls is of inestimable value to our community.

This was the first meeting since Miss Naomi Hammond took over the chairmanship of this section, and the attendance and interest of those present augur well for a successful year.

RECEPTION FOR NEW MEMBERS

Since our Thursday evening gatherings in the club rooms have been turning into special events lately, last week it was decided to receive for our new members. About fifteen honor guests were present and fifty or more of the older members of the club came to greet them. Officers, present and past, presided at a gaily decorated tea table (flowers courtesy of Mrs. Ada Brace, cakes from Miss Sylvia Kempton, Miss Anne Attridge, Miss Enaid Jones, and Mrs. Anne Joseph), and a short but delightful program was given. Mrs. Charlotte McClelland read a humorous *storm and strife* sketch for us, and Mrs. Rudasill sang, accompanied by Miss Banz at the piano. Our president, Miss Kempton, extended the club's welcome and introduced the chairmen of club sections, who described their special activities and invited participation. Bridge and conversation rounded out what turned out to be a particularly nice party.

Next week we are to have a reception in honor of club mothers. It is to be a very gay affair, no sentimentality, so be sure to bring your own mother and come.

A WELCOME REMITTANCE

Here's FIVE for our club
So fine and so true;
Here's TWO for the National
That is now due;
Twenty-five JIMMIES for California grand;
TWO BITS for the roster,
The best in the land.

A JINGLING MEMBER.

DRAMATIC NOTES

Mrs. Eva Smith Hackett was with us last meeting with the usual grace exercises and poem readings that make her evenings with us interesting and instructive. Part of the evening was spent in rehearsing the plays for the coming *Studio Party*.

We were honored by a poem written to Mrs. Hackett and our section by Miss Cornelia Farrell.

We extend greetings to our new members, Mrs. Elsie Fear, Mrs. Edith Nelson and Miss Estelle Kane, and hope they will enjoy our section.

JOSEPHINE RUDASILL.

CLUB NOTES

THELMA M. MCGUIRE

Mrs. Helen Sarratt was a visitor at our club rooms this week.

Miss Caroline A. Bachich is spending a week's vacation on a motor tour to southern Oregon.

Mrs. Laura Clough sailed for New York this week on the S.S. *Virginia*. Mrs. Clough plans to be away about two months, returning by the Canadian Rockies.

Miss Elsie Hunt of Santa Barbara recently called at the club rooms. She plans to make her home in San Francisco.

By the time this reaches the press, Dr. Margaret Chung will be in the Franklin Hospital, where she is to be operated on this week.

Mrs. Rose May Price, who visited the club rooms recently, told us that her daughter has entirely recovered from the accident she had a few months ago. We are happy to hear this.

Miss Gertrude Eekhoff and Miss Thelma McGuire attended the annual convention of the Credit Grantees of California at San Jose. Miss McGuire was on the program of the Credit Women's Breakfast, a feature of the convention.

A timely statement was published in the last issue of THE BUSINESS WOMAN regarding our members buying cars, as we just heard that Sylvia has purchased a Studebaker. Here's one who "has risen to her responsibilities."

Frances Raymond has been asked to act as leader of the panel discussions at the Western and West Central Joint Regional Conference, National Federation of Business and Professional Clubs, at Yellowstone Park, June 18-20. Subject: Women in the New Social Order, or A New Pattern for Women.

In a recent issue, we made the statement that Miss Almyra Duffey was Bay District President. This was an error as Miss Florence Stahl earned that honored position at the annual meeting in Stockton. Miss Stahl is from San Jose and we made the error due to a notice received that Miss Duffey was living in San Jose. Miss Stahl's address is 212 S. Eleventh Street, San Jose. Our apologies to both Miss Stahl and Miss Duffey.

OUR OWN ENVIRONMENTS

Given to meditation, the privilege of commuters, an advertisement appearing in THE BUSINESS WOMAN gave rise to the following thoughts, which we share with you:

How many of us are really familiar with *Marvell's Marin*? Many, due to stress of times, feel it inexpedient to leave our desks this summer, yet long for and really need a change. Then why not spend our summer, or part of it, in Sausalito, the gateway to one of the most beautiful spots in the world? Seafaring travelers tell us that the beauty of the Bay of Naples cannot surpass that of our bay region. Yet any of us become so accustomed to our daily routine that we fail to see the ineffable beauty of the setting sun and the evening star. Let us this year learn more than ever to enjoy the God-given beauty of our own environments.

There is a new advertisement this week. Can you find it?

LOS ANGELES BECKONS—MAY 19-20

Time plays strange pranks. It scarcely seems possible that another year has rolled around and we are again making preparations for our state convention. And with the planning for the future come cherished memories of the past; for instance, when Margaret Mary Morgan joined us last year at Sunday morning breakfast in San Jose and her "Bless you, my children," brought a sob to our throats as we greeted our beloved leader. This year, Los Angeles beckons and 1500 delegates are expected to attend the convention.

On Saturday noon there will be a round table luncheon and Saturday night a gala banquet. The Sunday morning breakfast will be sponsored by the Women Lawyers' Club, and Sunday noon an installation luncheon sponsored by the Junior National Business and Professional Women's Clubs.

A fiesta of old Spanish California will be brought to the Biltmore Hotel Saturday night and the guests will be given an opportunity to view the early day environment which has led to the present development of art and music in this state. At Sunday's breakfast, Clara Shortridge Foltz, first woman to study law in California, will be introduced, and Mrs. Eline McDonald Bowman, National President, will preside as installing officer at the ceremonies Sunday noon.

Rose O'Brien's Sale CONTINUES

All kinds . . . afternoon prints . . . sports . . . knits . . . ensembles . . . dinner frocks . . . redingotes . . . big or little . . . bright or dark. And best of all, reduced for quick selling to a fraction of the original price . . . Your pick of some of the smartest dresses in San Francisco at

ROSE O'BRIEN'S FASHION STUDIO

Suite 201-204 Plaza Hotel, Sutter 7200

R. C. A.

D'y'er ever have a friend in need—WE DID! Name: "Grebbie." Oh, Girls, she was the cream in the koffee, Sunday last. Planned a hike. Valiantly ten stalwarts embarked from "drizzling" San Francisco to encounter "teeming" Ross. Undaunted, they hoped—Alas! "Grebbie's" little roof flashed across the mind and we betook ourselves to Larkspur and "Grebbie." She welcomed each and every one as if expected guests. We had the g-r-randest indoor picnic. Old Sol conquered in the early afternoon and our day was the bestest—ever. Chalk "Grebbie" the ace of hostesses!

Sunday, May 6th, Mission Inn, Sonoma County, beckons! Are youse a-comin' and has youse your reservation? Not too late, even Saturday A. M. Bus leaves station at Fifth and Mission, at 10 SHARP. Better be early so's to get good seats. Luncheon at the Inn. Loitering, good-fellowship, visiting, whiling away pleasant hours. Home a bit after 8. Total: \$3.07. If you come via "Lizzie," luncheon \$1.12.

Monday, May 7th: "M. J. B. Demi-Tasse Revue" in the Embassy Room of St. Francis Hotel. Note: Time shoved forward one hour, due to Daylight Saving, so we must be seated at 6:15. Broadcast over at 7. Tickets from our Mrs. Burlingame or the undersigned. No charge.

TO BE'S: Sunday, May 13th—flower enjoyment. Up Bay View Park, through Golden Gate Park. See next issue.

Sunday, May 27th: Meandering about the bay, seeing the bridges, the shore lines—etc. A real cosmopolitan trip aboard the *City of Sacramento*. S'more later. Dass'al ter da—ay!

GERTRUDE D. TUBBS, *Recreation Chairman*.

Mrs. Phoebe Wramp has consented to become contributing editor of THE BUSINESS WOMAN and we may look forward with pleasure to articles from her pen. Miss Naomi Hammond is the new chairman of the Civic Section.

*"If youth but knew what age would
crave,
It would both get and save."*

Old English Proverb, 1670.

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Ernest Drury, Manager

??WHAT IS THIS CONTRACT?? (One Member's Sentiment)

Contract bridge is a form of work made hard enough for a clever woman to enjoy it and a "Dumb Dora" to wish that she had never been born.

Contract bridge is a physical and mental exertion made attractive by the fact that one ought to know better than to try to play it.

Contract bridge is the simplest looking game in the world when you decide to take it up and the toughest looking after you have been at it for months and years and thus far only know about a thousand does and don'ts and suddenly realize how many more there are to learn.

Contract bridge is probably the only game people can play AT for a long time and then discover that it was too deep for them in the first place.

Contract bridge is played by holding thirteen cards with more or less HONORS and using a code supposed to be understood only by one's partner.

Contract bridge partners may translate this code in more ways than one, may use a different code from the one you so fondly cherish, may use no code or be entirely without HONORS. "That's just too bad!"

Contract bridge is the science of manipulating the cards you have been dealt so that you can make a grand slam or richly merit the *dirty* looks your erst-while partner gives you.

Contract bridge partners change after each rubber, sometimes for better, sometimes for worse.

Contract bridge gives the writer the feeling that after another 50 years she will understand more code words, will play with more honors, and may venture psychic bids.

CORRECTION

In last week's issue of THE BUSINESS WOMAN, the name of Miss Ethel Johnstone appeared in the list of alternates to attend the convention of the California Federation of Business and Professional Women at Los Angeles. This was an error as Miss Johnstone is a delegate.

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Sundays.

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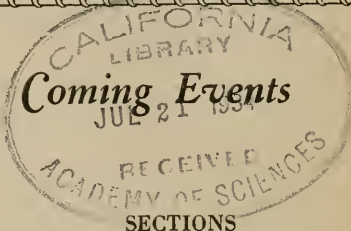
MAY 12, 1934

No. 19

Weekly Program



Coming Events



May 14—Book Section, 7:30 P. M.

May 15—Dinner, 6:15 P. M.

Western Women's Building.

Speaker: Louis J. Joest, Ph. D.

Subject: *The "Lost Tribe" of Tutule and What I Found There.*

May 17—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Lucile Cordrey

Lill Anderson

Margaret Brandt

Florence Blakemore

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

MOTHER'S DAY, MAY 13

"I say it is as great to be a woman as to be a man,
And I say there is nothing greater than the
mother of men."

WALT WHITMAN.

OUR NEXT SPEAKER—MAY 15

An old and faithful friend of our Club, Dr. Louis J. Joest, whose delightful and interesting talk on *Life and Handicrafts of Central American Indians* at a dinner meeting in 1931 still lingers as quite outstanding in the memory of many of our members, will again be our guest speaker on Tuesday evening, May 15, at 6:15 o'clock.

The results of Dr. Joest's scientific research work and explorations in Central America, during a period of almost sixteen years, have attracted international attention. He has been honored by memberships in four of the principal academies of sciences of Europe and is the holder of many medals, diplomas and official decorations. His lectures and adventure talks have attracted and thrilled large audiences in this country and abroad.

At the dinner meeting of May 15, Dr. Joest will tell our members and guests about one of his most thrilling and dangerous adventures in an unexplored region of Central America, the finding of the "lost tribe" of Tutule, and the unconventional method by which he acquired one of their ancient idols and a few other objects of great scientific value. His audience, which we hope will be numerous, is going to have the opportunity of seeing these unique specimens, which have caused quite a sensation among archaeologists.

MY MOTHER

I pinned a pale gardenia on my coat,
Waxlike and fragile, nestling in some green;
I wore the coat and then I quite forgot
And put the coat away; the flower unseen
Was never taken off.

And when another day I wore the coat
There was a fragrance wondrous sweet and rare,
And looking, found a withered, yellow flower
Its beauty gone, but all its fragrance there,
Defying death.

The fairest, sweetest face I ever saw
Faded and slowly vanished from my sight;
But all the fragrance of that life remains
Filling my senses with a strange delight
Though she is gone.

D. L. C.

R. C. A.

"Ah, Wilderness," who has not felt life to be that-a-way sometimes! But with Will Rogers tain't no wilderness, it's intimate hours in a smaller town American home, with ups and downs, laughter and problems. The amazement: That O'Neill, the lugubrious, the deliver into the abstruse, could lilt to such humor. 54 of us'n welcomed Willie on the opening night, and each acclaimed complete enjoyment.

Sunday, May 13th—a tramp for views and flowers. Bay View Park, Prosperity Eats, Golden Gate Park. Buy your Sunday Pass, gather at the old meeting place—Hearst corner—Market and Third, at 10.

Sunday, May 27th—that's a Boating Day! If you like the water, Heave Ho! The price—50c—really! I'll talk about it again next week.

GERTRUDE D. TUBBS, Recreation Chairman.

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IRMA BURLINGAME

Executive Secretary

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except Saturdays

THE BOOK SECTION INVITES YOU

Not long ago a friend exclaimed to me: "I would like to take a whole year just to read the books for which I can find no time while I am working." Time is that precious essential of which not one of us has enough. This is most apparent to us when we seek to keep abreast with modern literature. How gratifying it is to be able to enjoy and to participate in the discussion of current books and plays! The old inferiority complex begins to function when one has to admit ignorance of widely discussed literary works.

Right in our club can be found a solution to this problem. We have a wide-awake Book Section which has proved of inestimable worth to those who have availed themselves of its privileges. To those who have recently joined the club one can particularly recommend the work of this section. Glancing over a report of the Section's accomplishments during the past club year gives one an idea of what might be expected in the future. Twenty-two books were reviewed, divided equally between fiction and non-fiction. In addition there were four outstanding speakers on allied subjects. Group discussions usually followed the reviews and gave the members an opportunity to contribute sundry news of books and of the people who write books. The late Miss M. Elmina Kelly gave much joy with her reviews of current fiction. Her memory will linger as long as this section exists.

Of course one must read some books. In no other way can a full appreciation of beautifully expressed ideas be gained. However, a valuable fund of information may be gained from the experiences of others. Added to that is the value of the mental stimulus engendered by association with alert mentalities. Opportunity is knocking at your door. Take advantage of this invitation to be present at the next meeting of the Book Section. A cordial welcome awaits you.

P. A. W.

FLORENCE P. KAHN

At the business meeting of the Business and Professional Women's Club, held May 1, the resolution supporting the re-election of Florence P. Kahn to Congress, which appeared in the April 28 issue of THE BUSINESS WOMAN, was unanimously adopted.

MEOW!

Paraphrasing Joe Penner, *would you like to have a kitten?*

We know a woman whose yellow Persian cat has just had a batch of kittens not quite so Persian. There is one little black one with four white paws and a white diamond in his face, a very pretty Maltese and also a yellow one. These are very intelligent kittens, well started on their way to be nicely trained cats, and open for adoption. We would name the black one "Jack O' Diamonds."

"Mother is the name for God in the lips and hearts of little children."

THACKERAY.

CLUB NOTES

THELMA M. MCGUIRE

Miss Sylvia Kempton made a brief business trip to Los Angeles over the week-end.

Mrs. May F. Riley sailed on the S.S. *Astiqua* for a three weeks' trip to Panama. We know she will have an enjoyable time.

Miss Elsie Maclaren spent her vacation in her garden. She had a most pleasant time among her flowers, which are her pride and joy.

Miss Mary F. Mooney attended the State Librarians' Convention in Pasadena, as the representative of the San Francisco Board of Education.

Dr. Susan H. Hamilton and Miss Lillian Elias were guests of the Realty Board on their recent boating trip to the Golden Gate Bridge.

Miss Lillie Kuck recently left by airplane for New York, where she will visit for a month.

Mrs. Anna S. Hunt was a week-end guest of Mrs. Ida Grebinar at Larkspur.

Miss Margaret Mary Morgan celebrated her birthday, May 1, by taking a motor ride through the city. Her home was a bower of flowers.

Everyone will be happy to know that Miss Lois Peckham's sister, Mrs. Bronson, is greatly improved.

Miss Eleanore A. Lambertson celebrated her birthday with an elaborate luncheon at the St. Francis Yacht Club.

Miss Mary A. Bear is leaving for a trip to Alaska on the 12th. Another happy girl.

Miss Clotilde Grunsky went to Los Angeles for a short stay.

Miss Margaret Torreyson has been invited to give a talk before the San Francisco Credit Women's Breakfast Club at their meeting in May. Her subject will be *Women Lobbyists*.

We are happy to report that Dr. Margaret Chung is rapidly recovering from her recent operation at the Franklin Hospital.

Miss Charlotte McCuaig has returned from a vacation spent in Bellingham and Seattle, Wash.

We have a piece of wonderful news this week. Mrs. Ruth Lester Bell was married to Mr. Jas. M. Shanly on April 27th.

Mrs. Holly Todd left for Los Angeles to spend a month or two with her niece, Mrs. Evelyn Stephens. Everyone is so happy to know Mrs. Todd's illness was of short duration. Her address in Los Angeles will be 469 West Thirty-seventh Place.

CHORAL NOTES

Next Tuesday is your busy evening, combining the program dinner meeting with Mrs. LeRoy's *Gala concert* immediately after at California Hall, 1750 Lay Street. Each of Mrs. LeRoy's Chorals will present a group of selections which they do exceptionally well and your Choral will bring home the laurels or the B. & P. W. C. Tickets are fifty cents each, and the slightest hint that you can use a ticket or you will be sufficient for Mrs. LeRoy or any member of the Choral to see that you are supplied.

ELSIE MACLAREN.

A EUROPEAN YEAR

"To the memory of our mother, who lived her beautiful life entirely for us, through whose untiring efforts this trip was possible, because of whose encouragement and inspiration *A European Year* came to be written." Thus is dedicated a unique story of a year's travel on the Continent, written by two San Franciscans, Irma and Viola Eckstein. To those who have been in Europe, it abounds in memories, and to others less fortunate it gives an intimate picture of places, people and their customs seldom chronicled. The Margaret Mary Morgan Co. has a limited number of these fascinating books for sale.

OPEN HOUSE

Thursday evening open house continues to draw many members and friends to the club rooms. On Thursday evening, May 3, there were six tables of enthusiastic contract players and others who preferred to chat. The tea table looked much dressed up with the new lace cover presented to the club by Margery Shaffer. Most delicious home-made cakes were donated by Elsie Maclaren, Ellen Robbins, and Margaret Bell. Among the guests were Miss White, guest of Vivian Yarbrough; Miss Thomson of Newcastle-on-Tyne, guest of Mrs. Schuerbrock; Mrs. Miles Fosdick, guest of Dr. Crockett; and Miss MacMahon, guest of Nan Lawrence.

NETTA JONES.

"In the heavens above
The angels whispering to one another
Can find amid their burning terms of love
None so devotional as that of mother."

E. A. POE.

Mrs. Susan E. McGill has moved to 1328 Hyde Street, Apt 5. Her telephone number is PRespect 041.

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SECTION CHAIRMEN

At the regular Board of Directors meeting April 27, two section chairmen were ratified: Naomi Hammond, chairman of the Civic Section; Thelma McGuire, chairman of the Dramatic Section.

NEW MEMBER

Gunn, Mollie (Mrs.)

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MOTHER'S DAY
with a posey

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At the Right Prices

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SUtter 8000

OUR FAMILY TREE

(Continued from April 21)

We gathered together a collection of odds and ends in the way of furniture, secured sawhorses and boards for our tables, folding chairs, a two-burner gas plate for the kitchen, a supply of paint and plenty of brushes to apply it with. Never did any one have a better time than we in making that place habitable. There is something about a pail of paint, a paint brush, and plenty of space to slap it on that fires the average woman with enthusiasm; perhaps it is what might be termed a hangover from our childish days when a pencil and a nice space on the wall were irresistible. We painted the walls, the tables, the chairs and ourselves—impartially, and were sorry when the job was done.

We grew so fast that it was not possible to stay there very long. December, 1920, found us located at 575 Market Street, under the leadership of our then president, Margaret Mary Morgan. We had four times as much space and three times as much rent, and our membership jumped rapidly from 100 to 300. The two burner plate was a thing of the past, although marvels were performed upon it, and a real stove graced our modern kitchen. We were rather proud of that kitchen and hated to see it lying idle, in addition to preparing the meals for our weekly luncheon or dinner, we served our members week days, cafeteria style.

years at 575 Market Street; the fun we had building our new club home, for the work of decorating and remodeling was done by the membership. This work, together with the new furnishings that were necessary, cost us \$1500. Our meetings were honored by noteworthy speakers and the attendance was large, and eventually we were obliged to alternate, luncheon and dinner instead of all luncheon meetings as at first planned. In later years changing conditions have forced us to eliminate the noon meetings, as time does not permit many of our members attending them during the noon hour.

Things were beginning to happen to the business women which warned them that if they did not get together and look after their own interests self-appointed but uninformed and thoughtless friends would take it upon themselves to look after them for us and in that way lay disaster. It was time for us to take our part in civic affairs and keep an eye on the legislature lest we be strangled by restrictive legislation under the guise of protection.

(To be continued)

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 11

MAY 19, 1934

No. 20

Weekly Program



Coming Events

May 21—Choral, 7:30 P. M.

May 22—Dramatic Section, Studio Party, 8:30 P. M. (at Club Rooms).

May 24—Thursday, Open House, 8 P. M.

Hostesses:

Edith Floyd

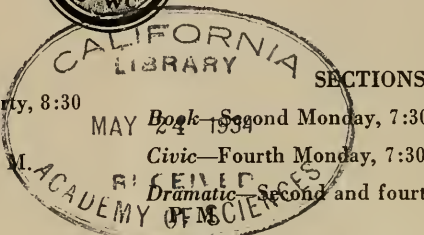
Allene Schuerbrock

Ednah Butler

Dr. Harriet Ward

Ethel Sullivan

Edna Fogarty



Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

ONE OF THEM THAR MONSTER EVENTS!!

But not a *Frankenstein*. This is a super-special laugh event and the only danger—you'll laugh yourself to death. We have, however, prepared for that eventuality as doctors and nurses will be in attendance. In fact, everybody will be in attendance and we're counting on you.

Be at the CLUB HOUSE, 1511 Gough Street (near Sutter), on the fifth Tuesday of this month—May 29, 1934, at 6:15 P. M. Price, 75 cents plus tax of 2 cents. Tickets must be purchased in advance from Mrs. Burlingame.

Our LILLIAN PALMER—the only HONORARY PRESIDENT IN CAPTIVITY, is to tell about the trip she and Emmie Williams took when they went to Connecticut to take over the old Whistler home and the antiques in it.

Such questions as: DO YOU ADVERTISE ANTIQUES? WHAT DO YOU DO WITH OLD AND VALUABLE PAINTINGS? will be answered with those humorous adventurings of our speaker.

It is too bad, but there'll be exactly 112 happy people on that 29th of May. It's the club house capacity, so buy your tickets now and the sooner the better. Our policy on refunds is the same as that of France, pass the buck or ticket to someone else.

The dinner will be delicious; OUR LILLIAN will be worth many times the price of admission. SO COME AND ENJOY YOURSELF. MEMBERS' GUESTS ARE WELCOME.

I. M. R.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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DIRECTORS

Elizabeth Adams..... Margery E. Shaffer
Rae Morrow..... Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

MOTHER'S DAY PARTY

Even the weather man helped to make *Mother's Day*, Thursday evening, a successful party. Everyone came dressed in spring-like clothes, and the club rooms were gay with flowers sent by Daisy Prechtel "in memory of a loving mother." Fourteen mothers of club members attended the party, accompanied by their daughters. The mothers who exchanged greetings with one another and with the club members were: Mrs. Georgia Banz, Mrs. Anne Dale, Mrs. Etta Boardman, Mrs. Margaret Jones, Mrs. J. W. Morrow, Mrs. Elsie MacLaren, Mrs. Mary Osgood, Mrs. E. Schimpf, Mrs. P. L. Yarbrough, Mrs. Smith, Mrs. Hibberd, Mrs. M. T. Lidstone, Mrs. Valre E. Torreyson, and lastly, Frances Effinger Raymond, who appeared that night in the role of mother, rather than grandmother or club member. Another mother was present in spirit if not in person, Mrs. De Valon of Omaha, Nebraska, the mother of Lola Stillman, and in whose name Lola sent the gay and lovely mother's cake enjoyed not only by the mothers but by the club members and their guests. Mae Barr Long sang the favorite "Mother Machree" and Josephine Rudasill, "Mother", accompanist, Belle Banz. Claire Ingham gave a clever reading in her inimitable way. During the tea hour prizes were awarded to the mothers holding the lucky numbers. Numbers were pulled from a hat by Jack Long, who demanded his reward before delivering them. He was helped by Vivian Yarbrough and Matilda Schimpf, who donated the prizes. Goodnights were said about ten o'clock, and the mothers decided it was too bad Mother's Day came but once a year. As Walter Winchell says "An Orchid" to Margaret Bell and her committee for a most enjoyable and happy occasion.

M. T.

If you are in doubt as to where and how to spend your vacation this year watch for hints in the *BUSINESS WOMAN*. There is an excellent tip in this issue, also a new advertiser, Dr. Carrie B. Kelly, chiropodist.

AN OPPORTUNITY

An opportunity to make others happy comes to us through the work which Belle Banz is doing. From time to time Miss Banz sends out a SOS for magazines which she distributes where they are greatly appreciated. And now her supply is depleted. So while this is fresh in your mind just gather those magazines which have been accumulating at home and if you have a large number call Miss Banz, GARfield 4038, or if the number is small bring them to the club rooms. It is such an easy thing to do yet gives inestimable pleasure. "How far that little candle throws its beams! So shines a good deed in a naughty world."

DRAMATIC SECTION—FRONT PAGE NEWS

The Dramatic Section will present two plays at a Studio Party in the club rooms on May 22d, at 8:30 P. M., and members are invited to attend. The tickets are only 25 cents. Any member of the Dramatic Section and Mrs. Burlingame will have them for you. Come and cheer the girls along.

Those taking part are: Misses Rose Bezek, Lilian Elias, Ednah Butler, Susie Hicks, Louise Alfson, Mrs. Alice Kennedy, Mrs. Josephine Rudasill, Dr. Harriet B. Ward, Dr. Crete Crockett, Mrs. Maude McLaughlin and Mrs. Cora White.

Miss Margaret Bell and her committee will act as hostess for the evening. Mrs. Rudasill, accompanied by Mrs. Merle Curington, will render some vocal solos.

The Dramatic Section has been invited by radio Station KGGC to present a play over their station. This will be given on Friday, June 1st, between 7:30 and 8:00 P. M. Dial 1420. The play will be *Mystery Island*, by Sam P. Moore. Those participating are: Misses Caroline Bachich, Belle McDonald, Thelma McGuire, Mrs. Gertrude Tubbs, Mrs. Anita Mayer and Mrs. Terese Forman.

Listen in, girls, and tell us how you like it.

THELMA MCGUIRE.

LET'S ACCEPT!

DEAR CLUB PRESIDENT:

You are cordially invited to attend the Alameda Business and Professional Women's installation ceremonies, Hotel Alameda, Tuesday, May 22, at 6:45 P. M.

The program is one of our outstanding affairs and this year particularly is being planned in a very original and colorful design.

The following are the newly elected officers: President, Miss Jessie Cundall, 2431 Otis Drive; Vice-President, Dr. Alice Burke, 1915 Santa Clara Avenue; Secretary, Miss Bertha Moblad, 2417 Santa Clara Avenue; Treasurer, Miss Gertrude Bryan, 2417 Santa Clara Avenue; Directors, Miss Annette Cody, 2235 Lincoln Avenue; Miss Louise Jolly, 1161-B Park Avenue; Mrs. IvaDean Myers, Alameda Chamber of Commerce. Price of dinner, 75 cents, plus tax.

Trusting that you and the members of your club will find it possible to be present on this occasion, and with very kindest regards,

Sincerely,

IVADEAN MYERS, Secretary.

The Richmond club also extends an invitation to its annual installation and birthday dinner on Tuesday evening, May 22, at 7 P. M., at the Hotel Carquinez. (Price 85 cents, plus tax). It is unfortunate we cannot be in two places at one time and participate in our neighbors' celebrations. Those planning to attend either function should immediately make reservations with Mrs. Burlingame.

CHORAL NOTES

At their regular meeting Monday, May 7th, the Choral practiced for Mrs. LeRoy's concert and then found time for their new songs which are progressing rapidly to a presentable form.

The Choral gathered for an extra meeting the following Thursday when Francisca Vallejo came to the club rooms to accompany the Choral in her own compositions, "Seville" and "La Reina." The singer, Ramona Carrillo, was there, too, rehearsing her dance with the Choral singing her accompaniment in true Spanish style, but the Choral was so lost in admiration of her gracefulness that they almost forgot to sing.

Choral members, this coming Monday, May 21st, are your next meeting. Any other members of the club who would like to come will be welcome.

ELSIE MACLAREN.

CONVENTION BOUND

A last minute check on *Who's Who* in convention travel indicates Bertha Dale and Ethel Maxwell left Thursday, going by way of Stockton. Their plan was to attend the Stockton installation dinner and later drive on to Los Angeles. They will be joined by Jane Fry and Elaine West. Roberta McCarthy refers to travel by water while Ethel Johnstone is driving south with Annie Woodall of Berkeley. The Sunset Limited, leaving Friday the 18th, will carry the majority from this section and at San Jose they will be joined by a large delegation. Last minute decisions are often the best so though the hour is late you had better plan to go.

CLUB NOTES

THELMA MCGUIRE

Mrs. Anita Mayer recently attended the state conference of the Catholic Daughters in Los Angeles. Mrs. Mayer is the chairman of the District Deputies of Northern California.

Miss Elizabeth Dutot returned home from Honolulu 5 days sooner than expected. She thoroughly enjoyed a wonderful trip, but is glad to be home again.

Mrs. Carolyn Weber spent last week end in Los Angeles.

Miss Lillian Elias enjoyed a lovely week end with friends in Marin county.

The sympathy of the entire club is extended to Mr. Frieda L. Kruse in the death of her mother.

Recent word from Mrs. Edyth Wiltse tells us she is now with her brother in Schaller, Iowa.

Miss Ida J. Lord left last week on an extended trip to West Lebanon, Maine, where she will visit her brother. Before returning to San Francisco she will also visit Jeanne Goodwin Peck and Blanche Lewton of New Haven, Conn. Miss Lord carries with her club greetings to our two old friends.

Mrs. Bronson, Miss Lois Peckham's sister, is much improved and club members are invited to call on them when in San Jose. Those of us who enjoyed their hospitality during the convention last year do not need a second invitation.

A VACATION OPPORTUNITY

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A rare opportunity to enjoy

MARVELOUS MARIN

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MOUNTAIN PLAY MAY 20

Sunday, May 20, is the date of the *Mountain Play*. This year for the twenty-first annual production, the players present David Belasco's stirring story of the gold rush, "The Girl of the Golden West."

Each year, an enthusiastic group from the club joins the thousands who climb the slopes of Tamalpais, to witness the *Mountain Play*.

R. C. A.

On wheels we rolled to that Sonoma Mission Inn. The day was with us, the party gay; the usual funnies in a bus—sardine packed all the way. This Inn is a restful haven, abounding in spaciousness and hospitality, with food to content an epicure. Twenty-four of us indulged in childhood fluffs: Bon-bons, caps, ice cream and a rambling birthday cake—a candle for each to extinguish as a wish clicked. We created atmosphere in a filled dining room, did our songs to our credit and the "gang" was with us. All too soon the BIG DAY was a memory.

That Broadcast (we guests of "M.J.B.") was a WOW! The company was most generous, furnishing 140 tickets—we used 'em all. Now we gotta reciprocate by imbibing 140 s'cups koffey—some assignment! Witnessing the precision, the coordination, the wee tricks to create perfection, enjoying the artistry of the program and fancying perhaps a million ears recording: Do we sufficiently comprehend the miracles of our era!

"Good Maw'nin', Shipmates!" Here be we at the Vallejo wharf, north end of the Ferry Building, it's 9 o'clock, Sunday, May 27th. Cruising the bay, approving bridge construction, scanning the shore, all on the good ship "City of Sacramento." Bring your thrill: A camera, a deck of cards, a book, a newspaper, a boy friend, a pal and your lunch, if that appeals. Or, perhaps you'll just want a bask in sunshine and ocean breezes, un-lax and yap and cat at the ship's counter (kind of awful). Price for trip, 50 cents. Cosmopolitan and interesting—drag forth your congeniality—ANCHORS A-WEIGH! Are you wid us?

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5 and 7:30 for Dinner

(Sundays 4:30)

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MARY ELEANOR'S

OUR FAMILY TREE

(Continued from May 12)

In July, 1919, our representatives went to St. Louis to discuss the matter of forming a national organization. Not only was this done, but the San Francisco club furnished the first president of the National Federation of Business and Professional Women's Clubs, Gail Laughlin.

Immediately upon her return a meeting was called for the purpose of forming the state clubs into one organization, and as a result the California Federation of Business and Professional Women's Clubs was born.

For some years the state federation concentrated upon two things, membership and legislation. Not the promotion of legislation, but its prevention. We are firmly convinced that we can do with considerably less law and a little more enforcement; we do not believe in legislation as a panacea for industrial ills. In 1926, with 5,000 members, the California Federation of Business and Professional Women's Clubs was the largest organization of its kind in the country.

In order to facilitate opportunities for personal contacts the Federation was subdivided into districts so that frequent meetings were possible. The state holds at least four meetings, alternating north, south, central and Bay District; the district holds four quarterly meetings. These meetings combine business and pleasure and are looked to events.

The San Francisco Club struggled through the growing pains and mumps and measles of clubdom, all of which have been profitable in the knowledge acquired of human nature, understanding and need for tolerance. Club intimacy is lost when the membership passes 100, and it is a little difficult to keep everyone happy, so varying are the tastes, but when the 300 point is reached diversified interests are such that a sizeable group can be gathered for almost any section the club may feel it wise to establish.

We have reached the 400 mark and in consequence have various well attended sections.

Our Civic Section is following a well-defined plan in its searching into the whys and ways of taxation, theories of the cause and cure of crime, as well as the harassing problems of peace and war, economic security and social welfare. Numerous interesting discussions have been held in which the audience has participated.

(To be Continued)

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The Business Woman

SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

MAY 26, 1934

No. 21

Weekly Program

RECEIVED
ACADEMY OF SCIENCES
Coming Events

May 28—Civic Section, 7:30 P. M.

May 29—Dinner, 6:15, at the Club House,
1511 Gough Street.
Adventuring with Lillian Palmer.May 31—Thursday, Open House, 8 P. M.
May birthday party.

Hostesses

Maude McLaughlin	Claire Ingham
Florence Hogan	Ann Attridge
Garnet Slaughter	Allene Schuerbrock

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

THE LOST TRIBE OF TUTULE

Dr. Louis J. Joest was principal speaker at our May 15 program dinner, and while he has conducted explorations of Aztec ruins and accompanied many archaeological expeditions into Central America, he chose as his topic for us an adventure of his youth in Honduras, near the border of Nicaragua. This country in 1907 was unexplored, but in these later years has afforded Sandino and his brigands a stronghold and has been thoroughly penetrated by our United States marines.

His tale carried us from our well-regulated civilization to a little seaport on the edge of a tropical jungle, Amapalo, where Dr. Joest was then stationed in the employ of a British-German trading company. Motivated by stories of his servant, an Indian of

different bearing and features, he set out on an expedition in the mountainous country near the Nicaraguan border, which eventually led him to the *Lost Tribe of Tutule*. Here he portrayed a vivid picture of the primitive existence of these people and the climax was reached when he gave us a breath-taking account of his final departure from them, carrying off with him a precious stone idol. In his own words, his ears were filled with the monotonous chant of the priests to the moon goddess as he rode into the night and safety.

Dr. Joest's story was so amazingly different, so completely outside our usual work-a-day routine, and so exquisitely told that it will long linger with us. To Dr. Louis J. Joest, explorer and scientist, we extend our sincere thanks.

ADVENTURING WITH LILLIAN PALMER

May 29th, 1934, at 6:15 P. M. Sharp

At the CLUB HOUSE, 1511 Gough Street (near Sutter)

Price 75 cents plus tax of 2 cents. Capacity, 112 dinners

There is a lot of tender thoughts in the journeying back to a home town to take possession of an old homestead, especially if that be the Whistler home.

Nothing will be lost in the telling by Lillian Palmer.

There'll be humor, there'll be interesting, homely anecdotes of Mrs. Whistler—the Mrs. Whistler whose picture you see on the Mother's Day stamps. And there'll be intimate word pictures of the thrilling adventures of the two little maids from California who journeyed to Connecticut.

And last, but not least, there'll be some antiques to *oh and ah* over.

Get your ticket from Mrs. Burlingame. Before last week's announcement reached our members, many tickets were bought, so get busy and get yours.

I. M. R.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

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Single copies......05

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Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

OFFICERS

President..... Sylvia Kempton
First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
Recording Secretary.....Grayce Dempsey
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams
Rae Morrow
Margery E. Shaffer
Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

CIVIC SECTION

The meeting to be held on Monday evening, May 28, will be under the legislative division of the Civic Section. Miss Dorothy Williams, Assistant United States District Attorney, who has made an exhaustive study of *Unemployment Insurance*, will address us on this subject. This promises to be a particularly important program, as unemployment insurance, which is a much mooted subject, has at present the eyes of the world focused upon it. The Civic Section, which merits the support of every member, will, in the near future, publish an outline of its achievements and aims.

VOCATIONAL

San Mateo Club went *vocational* last week with a hundred participants and the usual good eats at the Ben Franklin Hotel. The program in the hands of Ella May Hempstead was well conducted and enlightening. Rather than our roll call (how we groan), groups of like professions are represented by a leader who briefly outlines their achievements; teachers, newsies, clerics, realtors, bookers, legals, musicians, were all outlined. President of the club, Haidee Pohlmann (now missus), and Florence Stahl (now Bay District President) made short addresses. Who's who at the head table were explained (somehow I oozed into this strata—was I awed!). Excellent vocal numbers followed and then, the piece de resistance: Ruth Comfort Mitchell, in her most humorous and fascinating style, detailing the why's and the how's of her start as a writer. It was a happy evening, well worth the pilgrimage; but alas, in the midst of joy, Cinderella (me) had to flee into the night to catch a train!

GURTY.

Have you read the *ads* in this issue of THE BUSINESS WOMAN?

THE INTERNATIONAL STUDY GROUPE

Those who are planning to join the International Study Group on their trip to Mexico, June 27-July 15, should make reservations at once, as lower berths are fast disappearing. Read Ruth Comfort Mitchell's graphic picture of this tour in the May issue of the *Independent Woman* and you will at least go in spirit, "with summer clothes, a light wrap, a wary umbrella—and some unseen luggage of sympathy and tolerance and understanding and imagination—and call on the people next door."

EVERYBODY'S BUSINESS

An alarming increase in the number of automobile accidents in San Francisco, California, and the nation was emphasized by Guy C. Macdonald, *Commissioner of Fire Prevention and Public Safety* at the dinner meeting, Tuesday, May 15. Mr. Macdonald stated that in California alone the number of auto accidents increased 467 in the first three months of this year as compared with 1933. These mishaps resulted in an increase of 126 killed and 782 injured the total killed during these three months being 60 and 10,582 injured in 7,838 accidents. The nation's toll last year, he said, was in excess of 30,400 killed and 1,000,000 injured, producing an economic loss of \$2,000,000.

Disregard for the law, increased drunken driving indifference to the rights of others, speed and carelessness on the part of middle-aged and older pedestrians bring about these results, he said. He urged our members to co-operate in spreading the gospel of caution and obedience of the traffic laws, particularly during the week of May 28 to June 3, which has been designated by Governor James Rolph, Jr. and Mayor Angelo J. Rossi as *SAFETY WEEK*.

A. V. B.

DAY DREAM

Jack Densham, shipping editor of the *San Francisco Chronicle*, recently published the following in his daily column:

Haven't the least idea who is Edith Bristol nor apparently her husband, Horace, who took the picture. But there was in the April issue of *Sunset* something so infinitely appealing that it joins in the classics.

There is a photograph of a small boy, with well-laced suspenders, sitting on the edge of the pier right under the stern of some Norwegian ship, for the port of entry, Oslo, is plain to see.

The back view just shows the unutterable longing of the lad and this is exquisitely expressed by Edith Bristol in the following poem, entitled "Day Dream":

"A tang of tar and the smell of salt
And the little waves lap her side.
And the lad who dreams on the stringpiece beam
Feels the age-old tug of the tide.

"She came from the north. She must go to the north
And oh! but the world is wide!
And the call of the sea whispers, 'Come with me—
Come follow the trail of the tide.'

"For wherever men sail on the seven seas,
There's a small boy dreaming beside
The end of some pier of that beckoning year
When he'll sail on the turn of the tide."

Fie, Mr. Densham! Do you not know that Mrs. Bristol is Woman's Editor of the *Call-Bulletin* and that Horace is her son and the pride of her heart? Incidentally, many of the members of the B. & P. W. C. are proud to call this talented and charming Edith Bristol our friend. We agree with you that *Day Dream* is a classic.

CONGRATULATIONS—NEVADA

The Nevada Business Woman, the official publication of the Nevada Federation of the Business and Professional Women's Club, though in its infancy, sets a fine example to all similar publications. Replete with information, both national and state, it is most educational, to say nothing of an enviable array of advertisements. Each issue carries a picture and sketch of some outstanding club officer which impresses one with the fine type of leadership among the women of Nevada.

R. C. A.

Ship Ahoy! Maties, we are about to embark for foreign shores, on the good ship *City of Sacramento*, of a Sunday mawning, May the 27th, at the hour of 9, she casts anchor! From the Vallejo Wharf, at the north end of the Ferry Building; be there a bit early; get a good locale! Last call for the *Big Cruise*, on the *Big Bay*, in the *Big Ship*! Sail out by the Golden Gate, see the Bridges, Marin Vistas, the Upper Bay, Red Rock, Carquinez Straits; skin along and parallel Contra Costa and Alameda Counties. Water—water—water, from 9 to 5—price but fifty cents!

GERTRUDE D. TUBBS, Recreation Chairman.

ANOTHER THURSDAY NIGHT

These delightful gatherings are becoming more and more interesting. We never know what our hostess, Margaret Bell, has in store for our entertainment. The tables of contract players, jigsaw puzzle fitters, and Ada Brace pacifying anxious hearts and minds with card reading, were all centers of attraction. Delicious cakes donated by Margaret Torreyson and the usual cup o' tea completed the hospitality of the evening.

Among the guests were Miss Kathryn Aylward of the Santa Rosa club and Miss Ora Hawkins, who is secretary of the Alturas club, also treasurer of the Northern District. Miss Eleanor C. Parkin of Redding, vice-president of the Northern District, made a brief stop-over at the William Taylor Hotel, en route to the Los Angeles convention, but lack of time prevented her visiting our club rooms.

Now you young maidens who are fortunate enough to celebrate May as the month of your birth, a party of rare surprises is in store for you on the night of the 31st. *Aleza* will be on hand to read your palm, unfolding the mysteries of the future, so come and earn your fate. Ada Brace says she has a "twin-surprise," so you'd better come and see what she is concealing. "To be, or not to be, that is the question."

MARGERY SHAFFER.

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TWO WELCOME INVITATIONS

The Berkeley club cordially invites you to attend its installation *Brunch* to be held at the Berkeley Women's City Club, Sunday, May 27, at 10:30 o'clock. Price, 65c. An enjoyable program has been planned. Reservations should be made immediately.

GRACE PATTY, President.

Los Gatos B. P. W. C. invites the Bay District clubs to a picnic in Memorial Park on June 3, at one o'clock. Bring your lunch; coffee will be served. Come prepared to put on a stunt. There will be swimming and hiking for those who desire. *Bring your boy friend*.

IDA ALLARIO, Corresponding Secretary.

DRAMATIC SECTION

When this issue reaches you, we will have given our *Studio Plays*, to which the members responded so loyally, and sincerely hope everyone enjoyed the program.

Richard Carlton, one of our advertisers, very generously offered his services in dressing the hair of some of the participants in the plays. His offer was accepted by Mrs. Cora White, Miss Louise Alfson and Miss Thelma McGuire. Thank you, Mr. Carlton.

As stated last week, the radio play will be on June 1, KGGC, between 7:30 and 8 P. M. Misses Rose Bezek and Louise Alfson are helping to produce the sound effects.

As Mrs. Hackett's regular meeting night was taken by the presentation of the *Studio Play*, she will be with us on the second Tuesday of each month, beginning June 12. Get your copy of the work to be prepared from Mrs. Josephine Rudasill.

THELMA MCGUIRE.

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In the "Valley of the Moon"
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Swimming, Golf, Tennis, Horseback Riding
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President

Maude E. McLaughlin
Secretary

CLUB NOTES

THELMA M. MCGUIRE

Miss Josephine Hogan, now a resident of Stockton, visited our club rooms this past week after an enjoyable vacation spent at Richardson Springs.

Mrs. Marcella Maden has returned home from her trip to the South Seas. Wouldn't you like to listen in on some of the interesting stories she will relate about her experiences?

Mrs. Louella Payne writes from La Vina Sanatorium that she is improving steadily, and though she is not permitted to sing yet, her voice is returning.

Mrs. Holly Todd, who is spending several months in Los Angeles under special medical care, would like her friends to write to her, care Mrs. Evelyn Stephens, 469 W. 37th Place, Los Angeles, Calif.

Mrs. Ida Rose Grebinar was a guest of friends this week-end, instead of her usual role of a gracious hostess.

Dr. Margaret Chung has returned home from the hospital and is out of town for a rest vacation.

Mrs. D. Roach Withers is spending two weeks' vacation on her ranch above Sacramento. She will visit in Stockton before her return.

Miss Elizabeth Dutot, who returned from Honolulu, has gone on another trip to San Jose and Santa Cruz for a week. She attended the last dinner meeting.

Mrs. Rose O'Brien has been excelling herself. Always an enthusiastic week-end golfer, she recently took an active part in the three-day tournament at the Ingleside Country Club, of which she is a member. Mrs. O'Brien also attended the luncheon of the Soroptimist Club when Phyllis Bottome was the honor guest and was fortunate enough to draw an autographed copy of *Private World*, Miss Bottome's latest contribution to the literary world.

Nellie Manning of 416 East First South, Salt Lake City, has extended an invitation to any member of the San Francisco club who is planning to attend the Regional Meeting in Yellowstone, to visit her en route. Her telephone number is Wasatch 3258. She says: "If any of you will drop me a card or get in touch with me, I might be able to give you some assistance in seeing Salt Lake City. Anyway, I'd enjoy saying hello to you."

WANTED, copies of the *Independent Woman*. Please leave any which you can spare at the club rooms.

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.
Tea
Dinner, 5 to 7:30 P. M.
Sunday Dinner, 4 to 7:30 P. M.

Phone: EXbrook 0459 127 Grant Avenue
Third Floor

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Facial and Scalp Treatments Any Other Place

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716 SUTTER STREET

CHORAL NOTES

The generous applause throughout the *Gala Concert* was fitting tribute to Mrs. LeRoy's ability as a choral director.

The Golden Gate Catholic Daughters opened the program with some very pleasing selections. The City of Paris Glee Club, a comparatively new group were much enjoyed. They are fortunate in having a bass soloist and a soprano soloist, both of whom were very popular. Our member, Adele Metzner displayed her lovely contralto tones in "By the Waters of Minnetonka" and "I Love Life." Ramona Carrillo, accompanied by Francisca Vallejo in her own compositions, fascinated the audience with the beauty and grace of her Spanish dancing. Your choral, very colorful in Spanish costume, were especially commended for their poise and ease of singing. Their selections were rendered in a finished manner, clear, firm and well balanced. The climax of the evening was a complete operetta, "A Garden in Japan," presented by the California Juniors. There were some excellent soloists in this group, and the whole thing was just as dainty and pretty as could be, beautifully trained from beginning to end.

The concert was a fine exhibition of what Mrs. LeRoy accomplishes with her chorals and it is regretted that club activities prevented many of our members from attending. ELSIE MACLAREN.

DR. CARRIE B. KELLY

CHIROPODIST — FOOT ORTHOPEDIST

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And best of all . . . special attention to members.

ROSE O'BRIEN'S
FASHION STUDIO

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JUNE 2, 1934

JUN 15 1934

No. 22

Weekly Program



Coming Events

June 4—Choral Section, 7:30 P. M.

June 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

June 7—Thursday, Open House, 8 P. M.

Hostesses

Frances Eagan

Edith Nelson Lucy Thompson
Allene Schuerbrock Elizabeth Mowder
Gladys Smith

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

OUR PRESIDENT BROADCASTS

Our president, Miss Sylvia Kempton, will be interviewed by Miss Ethel Whitmire, club editor of the San Francisco *Examiner*, over KYA at one o'clock on Friday, June 8.

AN OLD MEMBER'S APPEAL

Don't you ever come to the business meetings? Why not? Perhaps you will say they mean nothing to you and you are not interested. Well, that is just where you are wrong and you should come because they mean a great deal to you and you should be interested in hearing of the ways and means in which your club functions financially. In these days of great economic adjustments and readjustments, come and let us tell you how we manage.

Come and hear the reports from the various Section Chairmen and you'll be amazed at the work the members are doing and how each chairman is anxious to make her section an outstanding success.

Meet our older members who were the founders of this club and who are always interested in how our funds are ministered. They come and are ever the *Watchdogs of the Treasury*.

Learn the position of your club in San Francisco, where we have become outstanding and share in representation of the leading men's and women's organizations of the city.

These are but a few of the interests that should bring you to the *Business Meeting*.

The next one is June 5. Won't you please start the month right and come?

In ten years' membership one old member never attended a business meeting until last fall, but she's not missed one since then!

AN OLD MEMBER.

STUDIO PARTY

The club's Dramatic Section gave the first of a series of *studio parties* Tuesday evening, the 22nd, an hour and a half of first-class entertainment. Four new section members made their debut in the two plays, *Drs. Ward and Crockett*, Mrs. Cora White and Susie Hicks. All gave excellent performances.

Cora White had the lead in the first play, quite a responsibility for a new player, and well handled, with Maude McLaughlin making a lovely blond *Hope* and Dr. Crockett taking the honors as *Despair*. We would not care to have that woman on our trail!

The second skit was played with a cast of eight; Rose Bezek having husband trouble while done up as a gypsy. Blond Louise Alfson and white-haired Dr. Ward made splendid foils for each other (Dr. Ward sort of stole the show) and we liked Ednah Butler's makeup. Lilian Elias gave her finest characterization to date, many thought, and Mrs. Rudasill, Mrs. Kennedy and Susie Hicks added their capable bits to a thoroughly entertaining sketch. Thelma McGuire stage managed the two performances and Mrs. Rudasill, accompanied at the piano by Merle Curington, sang during the intermission. She has a very sweet voice and had chosen two delightful songs.

Women who work may lose some of their softer feminine attributes, but there is no question about it—our faces are expressive and the business voice and manner are accustomed to putting themselves over. We believe a novice group of business women would handle itself better in any public appearance than a novice group from any other women's organization.

V. Y.

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CONVENTION ECHOES

Though Margaret Mary Morgan was unable to attend the convention, she did not forget to send a telegram of greetings, which was affectionately received by her countless friends.

Mrs. Lillian M. Speake, who is one of our members but resides in Los Angeles, with characteristic thoughtfulness called on Bertha Dale while she was attending the convention and offered her car and service.

Every way San Francisco delegates turned, they were greeted with, "Where's Ida Reed? Where's Ida Reed?" Ida realized she was missing a marvelous time, but perhaps she did not fully comprehend how much *she* was going to be missed.

The pride of the delegates was shared by all the stay-at-homes in the appointment of Carolyn Weber as first vice-president.

R. C. A.

TO BE'S: Jane Cowl comes this month, approximately the 11th or 18th, in *The Shining Hour*, a success of the New York season. The price: I suppose they'll nick us \$1.10. Let me have your reservations.

A bit later, is promised that disagreeable, but interesting play, *Mourning Becomes Electra*, with Nazimova and Judith Anderson, both excellent actresses. One of those five o'clock commencements; at least a \$1.10.

Have an invitation to visit *The Only Old Chinese Joss House* in the heart of Chinatown. How's a Chinese repast and a visit to Tin-How Temple react upon you? Tell me!

Sunday, June 10—a day in Marvelous Marin. To San Rafael we go, by train, thence by foot a mile. THEN EATS! Fare and cats about a dollar forty. Details, next issue.

Dass'al now.

GERTRUDE D. TUBBS, Recreation Chairman.

WE ARE ALL PROUD!

Every once in a while I take out my roster and read over the names of the members. Try it some time and keep account of how many times you say, "She's fine," or "I like her," as you read along.

I've not got far today. I stopped at the first Brown—Dr. Adelaide. To me she is one of the finest citizens I know. (Get her out to the Civic Section if you want a keen speaker around.) Not only does she lead in her own profession of medicine, but she is also in the forefront of any civic movement to better living conditions or one that means better education for men, women, or children. Her membership in our own club shows what wide interests this grand citizen has. Where women are doing things, there she is right up in front. Are you proud, women, to be one in the same fellowship with our Dr. Adelaide Brown? I am.

Dr. Brown, if you can guess my name I'll treat you to dinner any time and enjoy paying the bill.

THURSDAY NIGHT THRILLS

Fortune telling again proved a counter attraction to bridge at the gathering on the 24th, the table over which Ada Brace presided being the center all evening of an interested throng, anxious to have the past laid bare, the present explained, and the future painted a rosy hue.

Never at a loss to show her ingenuity, Margaret Bell again provided some thrills: first, a christening party, christening the new teapot so generously donated by Rose O'Brien; and second, the opportunity of meeting a real, live *Lady Errant*. You have all met *Knights Errant*, no doubt, but few have had the privilege of seeing in the flesh a genuine *Lady Errant*. For further details, see Susan Magill, in the bosom of whose family this particular *Lady Errant* resides.

As a fitting climax to all this excitement, tea and the usual goodies were served, and we must not forget to mention that, thanks to Elsie Monte and our charming hostesses, the cakes were unusually good.

H. L. R.

CHANGES OF ADDRESS

Miss Hazel L. Ramon, 2300 Webster Street, Apt. 402; West 7785.

Miss Elise Brahe, 4719 Geary Blvd.; EVERgreen 8827.

Mrs. Helen Benioff, 3811 Webster Street; West 3326.

FIFTEENTH ANNUAL STATE CONVENTION

Los Angeles bound!—May 19 and 20, 1934—Hotel Biltmore—Why?—Fifteenth Annual Convention of California Federation of Business and Professional Women's Clubs.

What a happy and glorious event! Assembled for the occasion were over seven hundred and fifty business and professional women from every corner of the State, representing approximately seventy-five clubs—each person, anxious to make new friendships, renew the old and fully enjoy the pleasures and business crowded into two short days.

Friday night found many of the delegates, alternates, officials, and members of the Federation arriving or en route, to be in readiness for the opening session. Registration started that evening, and the hostess clubs, National Business and Professional Women's Club of Los Angeles, Los Angeles Business and Professional Women's Club, Los Angeles Women Lawyers' Club and the Junior National

Business and Professional Women's Club, entertained the guests present informally in their hostess rooms. The Honorable "Ex-its" of the officers of the Federation had their usual dinner, and from all reports these exclusive personages enjoyed themselves to the utmost. We were pleased to learn that Harriet P. Tyler was elected to the presidency.

San Francisco never fails! In attendance were President Sylvia Kempton, Margaret Torreyson, Frances Raymond, Charlotte McClelland, Bertha Dale and Ethel Johnstone, as delegates; Zee Clements, Rose Grebinar, Daisy Bruhn, Terese Forman, and Roberta McCarty, as alternates; Carolyn Veber, Second State Vice-President; as well as Ethel Maxwell and Gertrude Tubbs.

The theme of the convention was *education*, and the session opened with this thought in mind: "Believing . . . not only in the scientific approach to human problems, but in the human approach to scientific problems." The convention was called to order by State President Winifred M. Frye. Zee Clements read the Collect. Greetings were extended by Jane C. Humphreys, General Convention Chairman, and also her assistant, Grace S. Stoermer. The program report was given by Anne F. Leidendeker, chairman. The thrill of the convention was having in our midst again none other than Mrs. Geline MacDonald Bowman, National President, from Virginia. She brought greetings from the National Federation of Business and Professional Women's Clubs, of which our Federation is a member. The instructive and interesting reports of the state officers followed. Chief of Police James E. Davis spoke on the *Highlights of the Parole System and Communism*. He gave us much astonishing data, and made a plea to the business and professional women for aid. He informed us that there are around 12,000 murders annually, and that the average prisoner who has a sentence of life imprisonment is paroled after seven years and three months.

There were a few minutes to spare before the luncheon sponsored by the National Business and Professional Women's Club of Los Angeles. The ball room was crowded. Cactus was used as table decorations, and at the individual places were small cactus souvenirs. This vocational luncheon was extremely inspiring, the subject being *Calamity Capitalized*. The honor guests were women who were *First* in California in public and business positions. Those participating in the program were May Robson, stage and screen actress, who told how her calamity was capitalized by providing joyful leisure, and various other noted women, who related their stories of calamities capitalized by selling protection, by helping the home builder, by making Christmas merry, by beautifying women, by assisting authors, by providing sartorial smartness and by art education.

Back to business, and this time our own Carolyn Veber presided. The report of the Nominating Committee was given, and the departmental chairmen presented their reports indicating a very active year. Harriet P. Tyler told us of the *Art of Beautiful Living*—that life is a gift of nature, and that beautiful living is a gift of wisdom. Beautiful living cannot mean the same to every business woman, but in order to have happiness, be truthful with yourself and do the things you desire.

There are two new ADVERTISEMENTS this week. Have you read them?

The convention meeting then continued with President Winifred Frye in the chair. There was the final reading of the resolutions by Margaret Torreyson, chairman, and their adoption. The constitutional revision and amendments to the by-laws followed. No changes were made due to the fact that it was found necessary first to amend our Articles of Incorporation. The directors-at-large read their reports before the close of the session.

The gala event of the convention was the banquet on Saturday night. The ballroom was turned into a Spanish setting. Over the balconies were draped magnificent Spanish shawls; Spanish señoritas, dancers and musicians entertained us; Spanish pottery was used as favors; lovely early California scenes were on the front of the programs, and beautiful bouquets of flowers filled the air with fragrance. The Los Angeles Business and Professional Women's Club was the hostess club. State officers, co-hostesses, convention chairmen, distinguished guests and educators were introduced by Grace S. Stoermer. California sent greetings by Honorable Frank F. Merriam, Lieutenant-Governor. We were warmly welcomed by the city of Los Angeles. Honorable John Steven McGroarty, poet laureate of California, gave his own *Just California*. Miss Esther Dayman, dean of students at Mills College, spoke on *An Educational Quest*, followed by Reverend Hugh M. Duce, president of Loyola University, whose subject was *Moral Basis for Education*. It was all very wonderful, but as yet we had not had the pleasure of hearing the principal speaker of the evening, Mrs. Bowman, National President. Her address, *Women's Responsibility in the Promotion of Economic Literacy*, was filled with animating and salient messages. She held her audience spellbound. How happy and proud we were to have Mrs. Bowman with us, to tell us the important part women are playing in the business world today and making us realize our duties and obligations. In climax, when we were nearly in tears, Mrs. Carrie Jacobs Bond, dear to our hearts, played her own *End of a Perfect Day*, Mrs. Bowman extemporaneously singing the last verse. This banquet will live long in the minds of many, as the most outstanding feature of the Fifteenth Annual Convention, when over nine hundred business and professional women congregated for the happy gathering.

To be concluded next issue

Our Dramatic Section is gaining new laurels. This time it is a radio broadcast over KGGC, June 1, 7:30 to 8:00 P. M.

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CLUB NOTES

THELMA M. MCGUIRE

Mrs. Nell W. Palmer is spending her vacation in Yosemite Valley.

Miss Elizabeth Mowder has sailed for the *Paradise of the Pacific*. We hope she enjoys Honolulu and Islands and wish her *Aloha*.

Mrs. May F. Riley sent greetings from Panama.

Mrs. Florence Capella spent the week-end at The Pinnacles, near Hollister.

Miss Bertha M. Pierce spent a very enjoyable week-end in the *Mother Lode* country, near Jackson, California.

Mrs. Angelo Rossi called at the club rooms last week as the guest of Mrs. Genevieve Allen.

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Every time we go up to Kay's adorable penthouse, she's doing something smart. Yes, she is!!! She just sprouts ideas . . . this week she is doing some exquisite bridesmaids' hats of maline and satin! How she does, we dunno . . . but she'll make a darling on your head . . . for \$5 and up . . . fabric . . . straw . . . felt (your own fabric if you want) . . . remodels for \$3.00 and has an answer for every hat problem! 406 Sutter Street.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JUNE 9, 1934

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No. 23

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Weekly Program



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CLUB OF SCIENCE

June 11—Book Section, 7:30 P. M.

June 12—Dramatic Section, 7:30 P. M.

June 14—Thursday, Open House, 8 P. M.

Hostesses

Netta Jones

Mabel Lepper Sara Rosenberg
Vivian Yarbrough Allene Schuerbrock
Daisy Denis

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

BOOK SECTION MEETING

On next Monday night, June 11, the regular meeting of this section will be held. We hope every member who is interested in books and reading will be there, as a program of particular interest to us as members will be presented, probably by our own members. At any rate, plans will be suggested by the new chairman for your approval for the rest of the year. At the meetings in the coming months, outstanding speakers on topics relating to books and reading will be heard, varied by stimulating reviews presented by members. Some delightful surprises, of which we cannot speak in detail just now, will be prepared for your pleasure. Books, filled with dynamite as they are, according to Doctor Canby, are found to be tremendously important in the exciting times which lie ahead of us. Better be there next Monday night.

THE THANKS OF THE CLUB

And the Dramatic Section to Sam P. Moore, radio artist, dramatist, and continuity writer, who gave so generously of his time and talents to the recent broadcast of the play, *Mystery Island*. The play, an original manuscript written by Mr. Moore, was presented over Station KGGC by Caroline Bachich, Belle McDonald, Thelma McGuire, Gertrude Tubbs, Anita Mayer, and Terese Forman, assisted by Louise Alfson and Rose Bezek. Mr. Moore, besides writing the play, rehearsed the girls in it, giving them altogether fifteen hours of his time, which is something in a busy professional life. We know that Mr. Moore was pleased with this presentation of his play by the section, as the broadcast was a decided success.

DRAMATIC SECTION

Mrs. Hackett will be with us at our next meeting on June 12, and we would like all of you to be there if possible. To those who have not joined our section, we extend an invitation to visit us, so they may see and appreciate the work we are doing.

THELMA MCGUIRE.

R. C. A.

Oh, Tush! A-boatin' didst we go! Forty of the B. P. W. joined with the Barnacle Club, and its various contact associations, in its yearly paddle around the grandest bay in all the wur-r-ld! 'Twas a great picture, this cruise, not only the land and water views, but the boat scenery. The mass production of youth that controlled; their primitive animal spirits and the urge to create noise and super-noise; the elders dragging forth food and more food—the gorges of Rome imitated! The more sedate seeking the quiet of the upper decks, to relax, to chat, to doze! A few moments after the ninth hour we weighed anchor and the day long we sailed a summer sea, until the fifth hour of the afternoon. The climate was all for us, the day a big adventure, the party a success! And that's that!

Sunday, June 10th, take the 10:45 Sausalito boat for San Rafael—you know they leave on time—and I'll be a-lookin' fer youse! Liable to be warmish—dress accordingly! We gotta walk a mile—not for a camel—but for an atmospheric meal! Expenditures total \$1.40.

GERTRUDE D. TUBBS, Recreation Chairman.

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
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except Saturdays

CIVIC SECTION

When a Wellesley graduate presides and a Wellesley graduate speaks, there is bound to be a program of merit. And when the speaker has added the distinction of being United States District Attorney, there is bound to be OUTSTANDING merit, as those who heard Miss Dorothy Williams at the Civic Section Monday evening will agree.

For about an hour, which seemed scarce twenty minutes, Miss Williams, without pause and without notes, gave us a most informing discussion of unemployment insurance. Progress of the movement not only in some of our states but also in both England and Germany was sketched for us. Problems of its administration, merits of its various phases, strength and weakness of various plans, were pointed out. Thus, while the ideals represented by this enterprise were praised, caution was given regarding methods of giving it practical form. She set us thinking regarding a most important forward-looking movement. A committee was appointed for further study and the club will hear more about unemployment insurance.

A VISITOR.

We thought Kentucky moonshine and Tennessee corn "likker" were indigenous to our American scene, but it seems we were wrong. Dr. Joest, who addressed us at our May 15th meeting, says the Tutules fermented a bad tasting beverage from corn; which reminds us of the story of a relative who visited in the mountains of Tennessee.

His host pulled a jug of *likker* from the middle of the corn shock (the middle of the shock is cool and then *revenooers* might come snooping about, too) and they drank from pint-size gourds. Did you ever see a gourd cup? The top of the green gourd is sliced off and a wooden handle pushed in at one side. With the seeds scooped out and the whole thing dried, you have as nice a dipper as anyone could want.

ADVENTURERS' RETURN

On Tuesday evening, May 29, the Ways and Means Committee gave a party. And what a party!

After an especially nice dinner served to 112 members through the courtesy of The Club House, an organization of canners and producers whose unusual method of advertising reaches the woman consumer and home-maker directly, a large number of members and guests thronged the spacious rooms at 1511 Gough Street to hear the clever introduction by a past president, Ida Reed, of our first past president, Lillian Palmer. Miss Reed decided, after due study, that our honorary president's personality has five major attributes: She is a romancer, a philosopher, a humorist, and of late an antiquer, but last and best, an ardent enthusiast for the club and its members.

Miss Palmer started her delightful talk about her ancestors and their home with the story of an Englishman always bragging of his ancestors, going back 150 years to do so, and of the man who retorted, "Then the best part of you is buried, isn't it?"

Then we listened with absorbed attention to three stories, her trip East by automobile with Emily Williams, the old house in Stonington, and the Whistler chapter. They left just a year ago, in June, crossing the ripening California grain fields; the desert plateau of New Mexico; sagebrush country; El Paso, then on to Arkansas, Tennessee, Virginia, visiting scenes of the great battles of the Civil War, and her mother's old home; the national capital for two days; New Jersey, Pennsylvania, New York, finally reaching the old house at "Stunnington Pint," Connecticut, as the natives call it. Their trip across the continent was remarkable for one thing, the number of soda lemonades they managed to consume en route, and the missionary work they did in introducing this delectable beverage to the small towns and hinterland through which they passed. In many instances the benighted natives had never heard of soda lemonade! Their trip was, as Miss Palmer told us, about the cheapest vacation they had ever enjoyed, costing \$105 each, and this without economy, as they stopped at the best hotels and auto camps along the way.

Our speaker found the little old town of Stonington, where she had lived as a child, much the same as when it was founded, although we doubt if ever her remarkable memory goes back to 1652, the year it was established by colonists from Massachusetts. There are still the same two streets, lined on either side with arching horse chestnut trees, and stretching out into Long Island Sound. In front of these old, old houses are no gardens, as they were built close to the street for protection from Indians. At the end of the main street is Cannon Square, with the cannon from the War of 1812.

The house Miss Palmer inherited last year was built by her great-grandfather, Captain Amos Palmer, in 1785. As the builders of those days were almost more familiar with ship construction than with building houses, the old place is constructed like two ships, one on top of the other. There are two stories, besides a basement, a garret, and on top another attic, crowded with everything imaginable saved by four or five generations, who never under any circumstances threw anything away.

Outside the house, sandstone steps lead up to a "stoop," a rather small entry into the large dining room of the old home. In the kitchen they found a huge, great range built into the wall, the first one

brought into Connecticut. Both Miss Williams and our speaker spoke of the personality of the old house (if one can speak of a house having personality), of their feeling of its utter friendliness and hospitality, of protectiveness rather than sinister design, as though it still exuded the aroma of countless parties, good times, young people, bounteous holiday dinners, and the delight of lovely, leisurely living.

Some of the furniture Miss Palmer disposed of was older than the house itself, as it had been brought by various members of the family, brides and relatives. She learned that only mahogany had value to the dealers in antiques, no matter how lovely the old oak and pine pieces might be. A fine old table, with one leaf missing, and which had been recklessly bestowed on the Salvation Army, was rescued when the missing leaf was miraculously found hidden in an attic, and sold for \$150!

Countless interesting anecdotes Miss Palmer told of her education in the highly specialized field of old furniture, silver, manuscripts, and books, and her realization that she knew absolutely nothing, and must get expert advice. Fortunately such advice was lost by in the person of a charming young English girl, owner of a delightful antique shop. Our speaker earned much in the ensuing weeks from actually handling her treasures, and from questions and remarks of buyers. Dealers always offered but a pittance of the value of an article, as in the case of an old genealogy for which two dollars were offered, and which was later bought by a collector for \$25. Books filled almost every closet and cubby hole (and they were nearly innumerable) all over the house. These were sold to dealers in New York, Boston, and Philadelphia, and some presented by Miss Palmer to Yale University. Old law dictionaries bound in vellum were worth nothing, strangely enough, in comparison with a first edition of an Elinor Glynn novel! (Wonder if it was *Three Weeks*?) Apparently every member, from the age of five on, kept a diary; hundreds of letters and manuscripts were found, and bills, bills, bills, everywhere, but Miss Palmer remarked with justifiable pride in her forefathers, never an unrecipited one.

There was much more Miss Palmer told us about the treasures in the house, about the coming of her great aunt Whistler with her three children to the home, about her own grandmother, Katherine MacNeill Palmer, Mrs. Whistler's sister, but we just haven't room. It you heard it, you know how delightful it was to listen to, and if you weren't there, that's just too bad.

After the talk, our splendid auctioneer, Ida Reed, in the name of the Ways and Means Committee, had time to auction off only one of the several gifts presented by Miss Palmer to the club. This was a lovely hand-painted plate, the property of Whistler's mother, and which had belonged to a set ordered by her. It was finally "knocked down" to Miss Huff, guest of Leola Good, and was the means of adding a worthwhile sum to our general fund.

Other gifts of Miss Palmer, a gold pencil, a lovely cameo, a locket, an old-fashioned medical cane and so on, will be auctioned at some future meeting.

E. L. M.

(It is with great pleasure that we print the above article from the pen of last year's editor, Mrs. Ethel Maxwell. We owe much to her splendid example and wise counsel.—Ed.)

OPEN HOUSE NIGHT

Open House continues its popularity. This was Birthday Night, when all who were born in May were counted, and eleven candles burned out their glad welcome to greet those who came to eat an artistically decorated birthday cake donated by Elizabeth Adams. Speaking of eats, we must not fail to mention an equally delicious pound cake contributed by Mrs. Susan McGill, and another choice one from Dr. Crete Crockett.

The club welcomed Mrs. Lindgren, a new member. To her, this was "first night." Guests of Fern McGrath were Mrs. Florence Mole of London, England, who is lecturing and teaching chess at the Western Women's Club; and Mrs. Stanton, of San Francisco and Oakland, a friend of Mrs. Mole; also Miss Jean Jones, of San Francisco.

Claire Ingham recited what might be entitled "A Boarding House Keeper Telephones," to the great enjoyment of all present, and responded to an encore with a parody on "The Psalm of Life," equally entertaining.

The palm for thrills was well earned by *Alegna*, who, dressed as a fortune-telling Gypsy, caused many gasps and ohs and ahs from those to whom she read from their palms a series of adventures accompanied by a few disasters so characteristic of human experience in general. May I add in this connection that *Alegna's* services are available for private parties?

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CLUB NOTES

THELMA M. MCGUIRE

After the convention, Mrs. Charlotte McClelland took in the high spots around and about Los Angeles, visiting the various mountain peaks.

Miss Grayce Dempsey and Mrs. Louise Stivers visited friends on a ranch in Stanislaus County over the week-end.

Miss Lillie Kuck is still in the East and on her way to Massachusetts. She will stop off at the Chicago Fair on her return trip.

Almyra Duffey came up from San Jose for our Lillian Palmer dinner. Z. Kathleen Ayers was a guest of Miss Palmer. Mrs. Ayers was formerly a member but has not visited us for seven years. We were happy to have Miss Margaret Torreyson with us again after her illness of several days. We hope to see Augusta Alexander more often, now that she has broken her long absence. It was a pleasure to welcome Mary Sexton after so long, and it is surely nice to have our members who come to club so seldom, — Leola Good, Ceil and Dal O'Brien, Ceil Hamilton, and several others. It takes Miss Palmer to get them out.

Mrs. Louise O'Hara visited Miss Glenn and Gada at Carmel recently.

Mrs. Persia Briggs celebrated her birthday with a dinner at Chateau Pierre and a theater party afterwards.

Miss Bertha Dale gave a talk to the students of the Balboa High School two weeks ago. Mrs. Lucia Steidel gave a talk the week previous.

Mrs. Walda Roweroft is spending two months of vacation time in taking short trips and resting.

A card from Miss Mary Bear said she couldn't go on to Alaska on account of the non-sailing of the boat, but that she was having a marvelous time at Lake Louise and Banff, and visiting her sister in Vancouver.

Miss Nan Lawrence is taking a nice long rest for a week in Los Angeles.

Mrs. Margarete Clark, president of L. A. B. P. W. Club, was the guest of Carolyn Weber at the Alameda dinner last month. Mrs. Clark was the gracious and lovely hostess at the big Saturday night

dinner of the convention, introducing speakers and distinguished guests in a most delightful way, and with just a touch of fascinating Viennese accent. She is a charming person and a business woman of whom to be proud—a rare combination of beauty, breeding and tact.

A letter from Ida J. Lord, dated May 23, gives us some interesting details of her trip. She says: "Have driven almost two hundred miles today through New England, and had lunch at Toy Town Tavern, Winchendon, Mass. Mt. Monadnock was in the distance, apparently guarding the place like a sentinel, and lovely little lakes were to be seen all along the way." Such intimate details help us to enjoy the trip with Miss Lord. Several members received postcards after her arrival in Boston.

If you go up to Kay's looking for an idea for a hat, she'll make you one that is "just about" to appear in the smartest fashion magazines! Coolie berets, pastel hoods and brimmed hats (and are pale felts chic!) . . . everything that's newest! A chapeau made on your head for \$5 and up . . . re-modeling \$3! Your own material, if you prefer, at

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JUNE 16, 1934

No. 24

Weekly Program



Coming Events

June 19—Dinner 6:15 P. M.

Western Women's Building

Speaker: Dr. Vera Sadicoff Goldman.

Subject: A Physician's Experience in Soviet Russia.

June 21—Thursday, Open House, 8 P. M.

June Birthday Party.

Hostesses

Ida Rose Grebinar

Susie Hicks Allene Schuerbrock

Madelon Saxon Elsie Maclaren

Josephine Rudasill

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

!! AUCTION !!

The cameo worn by Mrs. Whistler as a brooch is to be auctioned at the dinner meeting of June 19. The cameo has been given to the club by Lillian Palmer for the purpose of raising money and is the second Palmer antique to be auctioned.

JUNE BUSINESS MEETING

One never knows what surprise is in store at the monthly business meetings. At this last meeting our president called for reports from those who attended the State Convention in Los Angeles, and our delegates rose, one by one, to report on the banquet, the amendments, the luncheon, which lasted from twelve to six, the resolutions, the breakfast, and the speeches. Mrs. McClelland seemed to be most interested in the decorations and costumes of the entertainers at the splendid banquet, Mrs. Raymond especially liked the community singing at the marathon luncheon, and Bertha Dale surely enjoyed the breakfast—on her own authority she had already been to church. All of them say that the name Los Angeles was pronounced differently by each and every speaker. Now, Los Angeles, just *how* do you say it?

V. Y.

AN OUTSTANDING EVENT

If you are interested in procuring first-hand information regarding the economic, political and social status of Russia (and who is not?), then be sure to attend our next dinner meeting, Tuesday, June 19, when Dr. Vera Sadicoff Goldman, a physician, resident of San Francisco, who has recently returned from an extended visit in Soviet Russia, will address us on *A Physician's Experience in Soviet Russia*. Dr. Goldman, who speaks Russian fluently, will bring with her a wealth of material as a result of her observations. Without a doubt this fascinating and interesting evening will be an outstanding event in the year's program.

R. C. A.

Deah! Deah! These theatre barons do muss my plans. Unexpectedly, Monday, June 18th, we will attend the opening of the play, "There's Always Juliet," with that fine Conrad Nagel and that splendid actress, Violet Heming, in the leads. At the Curran, and should be good! Wanna Kum!

Friday, June 22nd: How about a little dinner and a browse in Chinaland! Meet at Prosperity Corner, Montgomery and Merchant Streets, at 6:15. A Chinese repast (perhaps dashed with American ideas), but it will be jolly nice and the price, 50c—that is, if you restrain yourself. Thence we hie to a little Joss House, said to be the oldest in Chinatown. Admission naught, but you should buy a punk or two to feed the Joss. Please let me have reservations promptly.

Sunday—June 24th—a walk down the Beach from Fleishacker Playfield—and then!

Monday—July 2nd—Jane Cowd shovled along to this date. Play, "The Shining Hour." Have I your reservation? I'll be seein' you!

GERTRUDE D. TUBBS, Recreation Chairman.

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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

WE THANK YOU

At the expiration of our first quarter the staff of THE BUSINESS WOMAN wishes to thank members and friends for the fine manner in which they have responded to our appeal to patronize BUSINESS WOMAN advertisers. Satisfaction on the part of the patron as well as the advertiser is constantly being expressed and proves most conclusively that it pays to advertise.

OPEN HOUSE

Another pleasurable Thursday evening has passed and we were very happy to have so many of our newer members present to bask in the sunshine of Margaret Bell's hospitality in our beautiful club rooms.

The usual number of contract bridge devotees were with us. Much laughter came from the end of the room where Olive Chauvaud and Grayce Dempsey were giving character readings. Some of the customers trying to convince the experts that they were determined, not stubborn.

Tea and delicious cake and cookies were served through the generosity of Miss Blackmar and Mary Day Barnes of Mary Eleanor's and Alice Jones. We wish to thank Hazel Ramon and Claire Ingham for the unusually good cake they contributed last week.

The June birthday party has been advanced to June 21st on account of the refurbishing of the club rooms. Club birthdays are decidedly worthwhile and we strongly advise all members whose birthdays are in June to attend.

F. J. E.

AN OLD FRIEND PASSES

It is with a sense of personal loss we record the sudden passing of an old club friend, Mr. Carl Ewald Grunsky, father of our beloved Clotilde which occurred in Berkeley, Saturday, June 9. A rare and beautiful comradeship existed between he, father and Miss Grunsky, to whom the club unite in expressing its deepest sympathy.

INTERESTING TO AUTOMOBILE OWNERS AND THE W. C. T. U.

Companies writing automobile insurance in California report serious increases in the number and frequency of accidents since repeal of the Prohibition Amendment. The proportion of fatalities to the total number of accidents has risen, too, as well as the average cost of the property damage losses.

This means that our automobile insurance rate will soon go up. Alcohol and gasoline do not mix.

HELP WANTED

As I read over plans for the club Jinx to be given during July, I found myself completely at sea. Who will volunteer to help me out? These are some of the unknown or forgotten words I found. Perchance they are some the Greeks lost. At any rate, I would like to have some up-to-date definitions. Please mail them or leave them for me at the club rooms. Here are the stickers:

chenille, barouche, chignon, antimacassar, guimpe, passementerie, bombazine, ormalu, and waterfal (not the kind made of water).

PHOEBE WRAMP.

Whether you are vacationing at home or abroad our advertisements this week carry unusual appeal. Should you be fortunate enough to travel, the *Las Call for Mexico and Western Tours Travel Service*, make you impatient to be on your way. On the club bulletin board the latter describes a most alluring yet inexpensive trip and we all know about the International Study Group, Mexico bound. Or should you belong to the great army of stay-at-homes, you can find education and entertainment combined by following the tip given in the advertisement of our member, Claire Ingham.

FIFTEENTH ANNUAL STATE CONVENTION

(Continued from June 2)

We breakfasted with the Los Angeles Women Lawyers' Club Sunday morning. Many distinguished members of the bench and bar were present and Judge May D. Lahey favored us with a group of songs. Honorable Frank M. Smith, Judge of the Superior Court of Los Angeles County, told of the present-day work being done and accomplished by women, not only in the legal profession, but in the world as a whole. Other honored guests were the president of the Southwestern University and the dean of the University of Southern California.

No idle moments; the meeting of the convention was again called to order by President Winifred Frye. Unfinished business was completed, final report of Credentials Committee heard, reading of courtesy resolutions and invitations from districts wishing to entertain the 1935 convention. The Bay District extended a cordial invitation, and the San Francisco, Stockton, and several other clubs in the Bay District offered their fair cities as the meeting

place. Dr. Florence May Morse, Second National Vice-President, presented on behalf of the National Federation the cup for having the largest club, which we hope to keep in California for many years to come. Ritza Freeman Reardon, of San Diego, spoke on books, and what the best ones off the press were for vacation reading. The session then adjourned, and election polls were opened.

There was a hustle and bustle to get ready for the Installation Luncheon, the final event, when friends and fellow club members would have to part again for another year. The Junior Business and Professional Women's Club was hostess at this luncheon. The members of the official family were introduced, delightful music and songs were heard, and Harriet Hosler, of the Children's Library, told of the work being done by women in Spain. Everyone was anxiously waiting for the report of the election board, and indeed happy to hear that the results were as follows: State President, Maude E. Empey, of San Jose; First Vice-President, our charming Carolyn Weber, of San Francisco, an enthusiastic and faithful state worker, being one of San Francisco's greatest assets; Second Vice-President, Sara McCardle, of Fresno; Recording Secretary, Eleanor Parkins, of Redding; Corresponding Secretary, Elizabeth Wenk, of Palo Alto; Treasurer, Hazel Norcross of Santa Ana; and Auditor, Myrtle Boswell, of Los Angeles. Space does not permit naming the directors.

The impressive candle ceremony was used to install the new state officers. Mrs. Bowman presided and Dr. Morse was mistress of ceremonies. Miss Frye's farevell made us appreciate even more her fine qualities, her untiring efforts and what she had meant to us. There is always a feeling of sadness and regret when those who have faithfully served us come to the end of their term. We were only recomended when we learned that Maude Empey was extended the honor of guiding us through another year of many laboring hours. She was sweet and gracious in thanking us for the privilege of serving the Federation, and in enumerating her elaborate plans.

And then, time only permitted us to say good-bye, good-bye to Los Angeles and our many friends and neighbors until 1935.

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CLUB NOTES

THELMA M. MCGUIRE

Dr. Susan Harris Hamilton will attend the osteopathic convention in Long Beach this month.

Dr. Ray Morrow spent several days in Sacramento with Mrs. Hazeldean Mitchell Snedden.

Mrs. Mario MacDonald Jensen spent her vacation in Palo Alto.

Miss Margaret Mary Morgan was the guest of honor at the annual birthday party given to celebrate the birth dates of Mrs. Frances Raymond, Miss Ida Reed, Miss Mary Mooney, and Miss Callie Bachich at Miss Elizabeth Adams' Mt. Tamalpais cabin.

Mrs. Holly Todd has asked to be remembered to all of her friends.

Miss Lilian Elias has just returned from a two weeks' vacation spent in Los Angeles.

Miss Dale Tilden, the incoming president of the Lodi Club, visited our club rooms last week, with her mother. Other visitors were Miss Jean Bingay and Miss Berenice G. Griffin from Klamath Falls, Ore., and Miss Evelyn F. Inman of Rochester, N. Y.

Miss Elizabeth Adams is spending her vacation with her 85-year-old mother at her cabin at Mt. Tamalpais.

Mrs. Anna S. Hunt had a wonderful time during her week-end trip to Mill Valley.

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CLUB NOTES—Continued

Miss Margaret Lewis and Miss Gladys Smith are most fortunate in planning their vacation trip to Mexico so they will participate in the International Study Group tour.

Delegates from our club who will attend the regional conference of the National Federation of Business and Professional Women on June 18, 19 and 20 at Yellowstone Park are Miss Hazel Ramon, Miss Hazel Mangels, Miss Belle McDonald, Miss Jean Kerrison, Miss Nettie Smith, Miss Ethel Johnstone, and Miss Lydia Floan.

In the interests of the re-election of Congresswoman Florence P. Kahn, a representative group recently met at the home of Chairman Francis E. Raymond. The meeting proved to be most interesting and co-operative. Watch THE BUSINESS WOMAN for dates of future events.

Some June Birds—six in number—Mary Mooney, Callie Bachich, Ida Reed, Carolyn Weber, Ethel March, and Phoebe Wramp, had a big time down the Peninsula, celebrating their birthdays—luncheon al fresco—and contract. They permitted two Orphan Annies to complete their circle.

Miss Blanche Newton and Mrs. Jeanne Goodwin Peck have been keeping the mails busy, as several members have had delightful letters from them. They entertained Miss Ida Lord for, as they said, too limited a time, took that opportunity of taking a motor trip with Miss Lord and visited their own relatives in New England. Mrs. Ada Brace received a letter in which Blanche states she is studying hard for her present as well as future work, which she hopes will take her to the Pacific Coast. In a letter to your reporter they say: "It really means a great deal to be so happily remembered after a whole year has elapsed, as we were in the message in THE BUSINESS WOMAN. We want you to convey to our club friends the sincere invitation to all who have the opportunity to get near New Haven to be sure to get in touch with us. The latch string is out and a genuine welcome within. The Pacific Coast isn't as far as it used to be, thank goodness!"

Quoting Mrs. Brace: "I am also enclosing a clipping for THE BUSINESS WOMAN about Miss Gail Laughlin being lost in the Maine woods. Such an accident happening to Gail is entirely beyond our imagination." The article follows:

"Portland, Me., May 31. — (AP) — Lost in the woods of the Blackstrap district of Cumberland since yesterday noon, Miss Gail Laughlin, local attorney, emerged safely today and made her way to her home.

"State police, deputies and civilians had sought her since her brother, Herbert Laughlin, reported she failed to appear at his camp. Discovery of her

car parked where she had been accustomed to leave it a half mile from camp spurred the hunt.

"Miss Laughlin, a staunch advocate of prohibition, was one of the State legislative leaders who opposed attempts at the last special session to modify Maine's dry laws.

"She is an active worker in national women's organizations, including the National Council of the National Women's Party, of which she is first vice president."

I've been trying to figure out how many apples did Adam and Eve eat—

Some say Eve 8 and Adam 2, which makes 10.

But I think Eve 8 and Adam 8, which makes 16.

But if Eve 8 and Adam 82, that would be 90.

In the old times, people were bigger, so now figure that Eve 81 and Adam 82, which makes 163.

But suppose Eve 81 and Adam 812, that would be 893.

And suppose Eve 814 Adam and Adam 8124 Eve that makes 8938.

And if Eve 814 Adam and Adam ate 81242 obliging Eve, that would be 82,056.

It proves that the story of the apple can make a lot of applesauce.—Contributed.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JUL 9 JUNE 23, 1934

No. 25

Weekly Program



Coming Events

June 25—Civic Section, 7:30 P. M.

June 26—Dramatic Section, 7:30 P. M.

June 28—Thursday, Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Lucile Cordrey Lill Anderson

Margaret Brandt Florence Blakemore

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

CHORAL NOTES

While Mrs. LeRoy is visiting relatives and friends in the East for two months, Merle Curington is taking advantage of the opportunity for a much-needed rest. Without a director and without an accompanist, the Choral orphans cannot sing. Consequently, there will be no Choral meetings during June or July.

ELSIE MACLAREN.

CIVIC SECTION— THE WHITE COLLAR WORKER

Who, these days, is not having a most difficult time to keep up, in a superficial manner at least, with the many social and economic problems which constantly present themselves? For the members of the club the Civic Section is endeavoring to present, every fourth Monday, some of these problems most interesting to our members, and the enthusiastic crowds which attend the section, eagerly interested in familiarizing themselves with the various questions presented, is ample evidence of the value of the section to our club.

This year, a very fine program has been planned, covering local social problems, proposed legislation and questions of international interest. The Legislative Committee, of which Miss Elizabeth Adams is chairman, and Jeannette Doub, Ida Rose Grebinar, Ethel Ray, Grace Anderson, and Garnet Slaughter are members, have already presented the popular subject of Unemployment Insurance. Those who heard Miss Dorothy Williams, Assistant United States District Attorney, talk on this subject will heartily agree that it was a most interesting program. Under their direction, Miss Brownie Lee

Jones will discuss for us on Monday, June 25, the question of Unionization of the White Collar Workers. Miss Jones, who is a most fascinating speaker, recently attended a conference in the East on this subject and will tell us what is being done and exactly what are the present currents of thought. Please remember the meeting starts promptly at 7:30.

Miss Ednah Butler has been appointed chairman of the Public Relations Committee and serving with her are Dr. Frieda Kruse, Mrs. Hulda McGinn, Mrs. Estelle Praeger, and Miss Lynn O'Brien. They will present local social problems. Then there is the International Committee, of which we shall hear a great deal more later on.

NAOMI HAMMOND, Chairman.

DRAMATIC NOTES

Members of the Dramatic Section who were absent at the last meeting missed a very interesting and instructive session directed by our most able Mrs. Hackett.

The latter part of the evening was devoted to business matter relating to the success of the Studio Plays.

Greetings to Mrs. Minna Brown, Miss Dorothy Ralston, and Mrs. Reta Marshall, who have joined our ranks. We hope your enjoyment of this association will be as broad as our welcome.

The attendance of all members of this section is requested at the next meeting, June 26, to make it an entertaining and special success. Watch the mail.

JOSEPHINE RUDASILL.

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BUSINESS WOMAN

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Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

IN MEMORIAM—VIOLA HAWKE

Quite unexpectedly and suddenly Viola Hawke died on Tuesday afternoon, June 12, at her home which she has shared with Betty Walton and Hazel Dominick for the past three years. Viola was apparently recovering nicely from a tonsillectomy, and consequently her death was a great shock to her many friends.

She has been a member of our club since November, 1924, and a valued assistant to Mr. Patrick of Patrick & Moise-Klinkner Co. for many years.

Quiet and unassuming, Viola had many friends not only in our club but in her camera clubs and in her business circle. She was one of the leaders in the Photographic Society of San Francisco and won many honors with her photographs not only in this club but in the California Camera Club, of which she was, also, a member.

She was taken to her old home, Pendleton, Oregon, where the funeral services were held.

Her departure leaves a vacant place in this work-a-day world, but there is no vacancy in the hearts of Viola's friends, for she will be remembered and loved as long as her friends live.

We share the bereavement with her relatives and friends outside of the club circle.

I. M. R.

A ROUSING CHEER FOR THE HOUSE COMMITTEE!

Have you been in our club rooms during the past week? If so, you have been conscious that real old fashioned house cleaning has been going on. Believe it or not, each book has been taken from the shelves and dusted and sundry and divers changes have been made and extensive general cleaning been done through the indefatigable efforts of our House Committee, which consists of Elsie Monte, chairman, Nell Boardman, Frances Eagan, Susie Peers, Bertha Pierce, and Josephine Rudasill. And now they modestly request that those using the club rooms be responsible for its tidy appearance. Incidentally, the repairing and cleaning of the Oriental rugs were most satisfactorily done by the Chino-Persian Rug Co., 355 Sutter Street, whose advertisement appears in this issue of THE BUSINESS WOMAN.

BOOK SECTION

A delightful evening with Miss Leila Noland was spent by the Book Section Monday night, the 11th becoming acquainted with the characters of Strindberg's Trilogy, *The Forge*, *The Store*, and *Unfinished Cathedral*. The Book Section is much indebted to Miss Noland for her splendid interpretation of these books. And no less interesting than the works she presented, is Leila Noland, a personality. She is a graduate of Smith's College, has had graduate work in chemistry at Columbia, graduate work in English and in charge of Microscopic Anatomy Laboratory at the University of California for four years, and was head of the English department at Bentley School, Berkeley. At present she is with Miss Cole at the Lotus Book Shop, 468 Geary Street, and gives book reviews there every Wednesday night. This shop is a charming place, where one can find the books she wants to borrow or buy when other places fail, in a pleasant atmosphere, unmolested by eager salespeople, and where, if one wants information, there is a librarian who knows her books on all subjects.

We cannot tell you what an enjoyable evening you missed Monday if you were not there, but we would like to suggest that some Wednesday night you drop in at the Lotus Book Shop and meet Miss Noland and listen to her reviews. She has the quality of making her characters come alive. We became interested in their psychology. Their emotions were felt by us, and the relations between the white and the black races in the South became a matter of interest. We discussed with her the meaning of literature, and the great writers and their styles, and asked questions until finally our Sylvia, who presided, had to remind us not to tire our speaker and dismissed us for the evening. Get the habit of attending our Book Section meetings. You will miss a great deal if you do not.

L. S.

(We are pleased to announce that Miss Cornelia Seeley has accepted the chairmanship of the Book Section. Miss Seeley will announce her plans in a later issue.)

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We had a distinguished visitor at our club rooms last week in the person of Miss Mary Pasmore, celebrated violinist. Miss Pasmore is a member of the San Francisco Symphony and is also violinist for KFRC. Other visitors were Misses Olga Thureson, Nadine Amos, Ora Hawkins of Alturas, Marian Hinchley, Lucille Caesar, Kathryn Ayleward, and Mrs. Sophie Haamstra.

THURSDAY AT HOME

The club's hostesses missed a golden opportunity last Thursday evening for our rugs had gone to the cleaners and the main room, before the bridge and tea tables were set up, was a perfect setting for a dancing party. Perhaps Margaret Bell will give us one some evening.

More than the usual number of members were present and we had the pleasure of entertaining several guests and prospective members. There is so much talk of travel and vacations at these summer parties and we have such interesting visitors that each one seems a special event instead of the expected family gathering. Bridge, conversation, and refreshments rounded out an especially nice evening. V. Y.

AN EXTRA SPECIAL INVITATION

The Palo Alto Business and Professional Women's Club is going to have a picnic dinner at Yoken Oaks, the home of one of our members, Mrs. Jean Andrus, Monday evening, June 25, at 6:30. There will be fortune telling by cards and palm reading, a white elephant table, home-made candies on sale and games and singing around a roaring big fire. We always have very lovely times at our picnics at Yoken Oaks.

We would be very happy to have as many of your members with us as can come. The price of the dinner will be sixty cents.

Yoken Oaks is on the Portola Road about a mile and a half back of Stanford. We plan to meet at our club house at 353 Lytton Avenue, at 6:15. If you can be there by that time, you will have no difficulty in finding the place. But, if you cannot, you can locate it by driving back through the Campus to the Portola Road, turn to the left and drive about a mile. If you have to make inquiries, it would probably be best to ask for the *Andrus place*.

Reservations with Mrs. Burlingame.

R. C. A.

S'nice outing Sunday last. Through the garden-rea of San Rafael, up over the hill, almost into the woods, yet just around the curve—there it nestled midst the trees, with the upper bay for a frontage—Marin Country Club. Through the courtesy of Mr. Mary Baker, we luncheoned there, on the front porch—eleven of us. Did we Oh and Ah!! Mary had to work—alas, we missed her!

Sunday, the next—June 24th—at 10:45 *on the spot!* 'Member last time several got left! Terminus of No. 12 carline, Sloat Boulevard and the Great Highway, adjacent to Fleishhacker Playfield. Or, take a Municipal Line, the L car, through the tunnel, get off at the end, walk south three blocks—we'll be greeting you! Walking down the beach—invigorating! You'll wanna eat—and we will!

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Sunday—July 8th—Symphony Concert at Woodland Theater. Cheerio.

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CLUB NOTES

THELMA MCGUIRE

Miss Sara Rosenberg spent a very enjoyable week-end with friends in Sacramento.

Cards have been received from Mrs. Daisy Denis from Crater Lake and the Oregon Caves, where she and her sister have stopped on their extended motor trip.

Miss Pearl Smith just returned from a month in Los Angeles. She was there for business, but combined it with pleasure and had a wonderful time visiting her friends. Los Angeles was formerly her home.

Miss Bertha Pierce is going to Chicago again this year and will try to see all of the Fair she missed last year. She will stop off in Denver for two weeks, and return by way of Los Angeles.

Mrs. Irene E. Kelly and a friend are leaving on a motor tour that will take them over the greater part of the Southwest country, visiting the northern rim of the Grand Canyon, Bryce and Zion National Parks, and the Carlsbad Caves, and all interesting points.

A series of talks have been sponsored by the Law Institute of San Francisco and the Federation of Women's Clubs, over KYA every Wednesday at 4 p. m. Judge Theresa Meikle gave the first address of the series on the subject of Laws Pertaining to Women. These talks are given in the form of questions and answers, and are under the direction of Miss Naomi Hammond. Other club members who have taken part are Misses Margaret Torreyson, Henriette Steinegger, and Naomi Hammond.

Those attending the Thursday Open House had the biggest surprise of the year. You could never guess what it was, so we must tell you. Bertha Dale was actually playing cards and looked as if she enjoyed it! Maybe she'll win the next tournament???

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OUR FAMILY TREE

(Continued from May 19)

Our Book Section, when first formed, announced itself as a *low brow* affair, its object being the informal discussion of what the members of the section had been reading. But owing to the tendency to stray to other subjects the adoption of a more orthodox procedure was necessary.

We have a very live Dramatic Section, which has provided not only capable direction for its members, but plenty of good fun. Once a year it gives a public performance and acquits itself most creditably. The rest of the season, what time is not devoted to preparation for the annual dramatic event, is given to dramatic instruction, play reading and play attendance, en masse. The members are first nighters and look upon the first few rows of the gallery as their particular property on opening nights.

We have a Recreation Section which plans walks, trips and theater parties. There is no formality, and, with the exception of the theater parties, members are privileged to make up their minds at the last minute should they wish to join the group. Expenses are slight; in the matter of walks, carfare to the starting point and whatever one wishes to pay for lunch cover the bill. These walks are planned for Sundays.

The club has occupied its present attractive quarters in the Western Women's Club ever since that building was opened. Thursday night we hold open house and the members and their guests drop in for cards, other games, conversation and tea. Occasionally surprise programs are arranged for these Thursday evenings; distinguished guests drop in and are persuaded to give a little talk; the Choral Section, an excellent organization, sings for us, or other musical offerings are planned. Our choral, which has been in existence since 1925, often adds to our formal programs and is frequently called upon for public appearance elsewhere.

We have not been unmindful of the value of assisting ambitious girls to desired and required training that financially is out of their reach. This is done through the medium of our *Remembering Fund*, which while not large has enabled us to do some excellent work along this line. Our *Christmas Cheer Fund* functions each December. Last year our efforts in this direction were for the benefit of the unemployed business woman.

It is not unusual to have our meetings honored with visitors from all over the country. For example, at a recent meeting we had as guests business women from the states of Washington, Michigan, Louisiana, and the country of Korea. The speaker was from New York.

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We have a good time, but, as stated, that is not the sole purpose of our coming together. We start to play together because that is the best way to prepare the ground for working together. You work so much better after you have had an opportunity to get acquainted. We have come together not only to guard the interests of women engaged in gainful occupations, but to promote their interests. Aside from the fact that we are one of the largest Business and Professional Women's Clubs in the country, our organization is to a great extent typical of many business and professional groups throughout the nation. The movement is growing and as the organized groups get under way they are preparing to take their part in the civic life of the community and they are building carefully the foundation for extensive participation in civic affairs. Problems of representation, taxation, education, and community welfare will receive serious attention from them and it will be attention back of which will lie the weight of careful planning.

All business and professional women are eligible to membership and will be gladly welcomed to this fellowship of friendship and service.

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The Business Woman

SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 11

JUNE 30, 1934

No. 26

Weekly Program



Coming Events

JUL 21 1934

SECTIONS

July 3—Dinner, 6:15 P. M.

Western Women's Building.

Business Meeting and Auction Sale.

July 5—Thursday, Open House, 8 P. M.

Hostesses

Edith Floyd

Allene Schuerbrock

Dr. Harriet Ward

Ednah Butler

Ethel Sullivan

Edna Fogarty

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

LOW JINKS TUESDAY, JULY 17

It is high time you had planned for July 17, when we will turn our *low jinks* into an 1874 meeting of fun and frolic and clothes such as were then the vogue will be proudly worn. Prizes will be given for the best costume, the smallest waist and the longest hair (not necessarily your own.)



INDEPENDENCE DAY

JULY 4TH



THIRD AND LAST CALL

All things come to him who waits—and so that auction for the cameo worn by Whistler's mother is really and truly coming at our business dinner on Tuesday, July 3.

Because of the interest shown in the topic of the last program dinner, and the discussion which took place following the talk, time did not allow our having the auction after the program, as had been planned. At Tuesday's dinner, however, the auction will immediately follow the dinner, after which we will have our regular business reports. This will make it possible for members to bring guests for the dinner and auction, if they wish. If you come after dinner, be prompt for no time will be wasted.

This cameo is a charming, delicate piece of workmanship, and even apart from its associations it would make a beautiful ornament for yourself or a lovely gift for your mother or a friend. It was donated to us by our honorary president, Lillian McNeil Palmer, and brought by her from the home where Whistler as a boy spent so much of his time.

And so, come early, and be prepared. You may be the lucky one to acquire this unique heirloom.

MARION MORRIS, Chairman, Ways and Means Committee.

The Business Woman

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Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
Recording Secretary.....Grayce Dempsey
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone

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Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

INTRODUCING MRS. EMMA (AM-I) BUSY

A new member has affiliated with our San Francisco Business and Professional Women's Club—Mrs. Busy, Mrs. Emma Busy.

Mrs. Busy will join the staff of THE BUSINESS WOMAN and will also take part in other club activities. She will not wait to be invited; where she sees the need, she will nobly step right in, or should we say up? Mrs. Busy is a true woman and will not hold back through false modesty when she sees some of the sisters need her advice.

This sterling woman first became interested in the club when she heard of the July costume party. Emma inherited her Aunt Annie's wedding dress (Annie was the heroine of that beautiful ballad, *Waiting at the Church*) and will wear it to the *Low Jinx*.

R. C. A.

We went Chinese last week. Dipped into chowmein, tea and what-not. Snooped through Joss Houses, indulged in incense and junk and all round were dubbed "tourists."

Sunday we barged down the beach from Fleishacker, along the sands of time. Bracing—how the wind she did frisk! We effervesced energy and on we went; thence a trek over the hill and where think you we landed? Lakeside Country Club. Course, we et, ah, but we celebrated too, the birthdays of Ethel Marshall and Daisy Denis—great pals!

Saturday—the 30th: Do you know about the "Carioca"? They do it to perfection at the Mark, so let's go! A jolly nice tea, atmosphere, entertainment—75c, and a wee tip. Kum on!

Monday—July 2, Jane Cowl in "The Shining Hour," priced at 55c. Might have a seat left!

Sunday, July 8: Symphony Concert at Woodland Theatre, Hillsborough. Fare, 45c. Concert, 65c. For those lunching at the Ben Franklin, add 65c. I await your pleasure. Cluck-cluck!

GERTRUDE D. TUBBS, Recreation Chairman.

JUNE BIRTHDAY PARTY

What a night! June brides had nothing on the girls whose birthdays we celebrated at our *Thursday At Home*, June 21. Just imagine! Fourteen of them were seated at the exquisitely decorated table, very gay with three beautiful birthday cakes provided by Mary Ryley, Phoebe Wramp and Ida Rose Grebinar. The hostesses were kept busy caring for the capacity crowd and were delighted to welcome old members such as Mary D. Crookston, Irene Herlitz, and Hazel Jacoby, whom we do not see often. Many members, too, brought guests.

Then Elsie Maclaren greatly added to the enjoyment of the evening by reciting two numbers, while her mother proudly looked on. Elsie is one of our members who most generously shares her talents with us. The climax was reached when a telegram of congratulations from Mayor Rossi was read. Conversation was the order of the evening; even contract devotees broke away from their customary silence.

All in all, it was a perfect night,—just what one expects of a June birthday party. I. R. G.

CLUB NOTES

THELMA MCGUIRE

Miss Louise Alfsen is on her vacation visiting the Sequoia and Yosemite National Parks. After spending a few days in San Francisco she is going back to her home in Alpena, Michigan, for an indefinite stay. We are sorry to have you leave California, Louise, and hope you will not be able to resist its charms and will come back to us again.

Miss Delphine Morrison is spending four weeks in touring Mexico. She is making Mexico City her headquarters and taking many interesting trips from there.

Miss Elva Darlington of the Hollywood club was a recent guest of Miss Ida Reed.

Mrs. Rose O'Brien just returned from a week of business and pleasure spent in Los Angeles, and contemplates going to Lake Tahoe for a vacation with her son from Los Angeles.

Mrs. Nell W. Palmer, who has returned from Yosemite, was keenly disappointed because it rained the whole time she was there, but, nothing daunted, she is going again.

At our last dinner, the smiling face of Miss Marjorie Black at our table was a pleasant event after her long absence.

Mrs. Laura Clough has returned from her Canadian trip.

Miss Jane Smith was a guest of Mrs. Ida Grebinar at Larkspur last week-end.

Miss M. McCubin of Orland, California, and Mrs. Susie Hawks were among our visitors last week.

The many friends of Congresswoman Florence P. Kahn are delighted to learn that she has returned to her San Francisco home. We hope to see much of Mrs. Kahn during the summer months.

If you are seeking a unique gift or want a real treat for yourself, drop in some day at Savery Brothers, 274 Spear Street, one of our new advertisers, where they carry a really amazing collection of lamps of every variety, both modern and antique. You'll have a delightful half hour browsing around. Another new advertiser is the Parlor Car Tours Company, 65 Geary Street. Surely there never was such a year for going places and seeing things. This is something unusual and well worth investigating.

A PHYSICIAN JOURNEYS THROUGH RUSSIA

A woman with a vocation and a hobby! Just what Professor Pitkin says we all should have—men and women alike.

Dr. Vera Sadicoff Goldman, principal guest speaker at our dinner meeting June 19, was born in Russia, graduated in medicine from the University of California, and has for twenty years engaged in practice in the Bellevue Clinic, New York City, and with her husband, Dr. Samuel A. Goldman, in San Francisco. They specialize in diseases of the skin.

This is her work, but her hobby is a state medical program, a national medical program, or what you will, but at any rate medical attention for everybody, rich and poor, large and small, and at regular intervals. Health conservation and disease prevention. What an ideal to work toward!

Within the past year Dr. Goldman has traveled extensively through European Russia seeking to learn how that country's national health program is administered and what the results are in popular health. She told us the only thing holding it back is lack of doctors and nurses and that improvement percentages are already as high as thirty per cent in certain diseases. Why do many of our medical men resist state or national health programs when, if Russia is a criterion, it would mean more employment for greater numbers in the medical profession? Her account of the persuasion necessary to enforce what they call the "sanitary minimum," the sanatoria and other characteristic units of the Russian program was intensely interesting. The night sanatoria for tired workers sounded like a little heaven.

Dr. Goldman frequently digressed from her main topic into the life of the Russian peoples today, their amusements, the Communist party's activities, the interesting reaction of the people to their marriage and divorce laws, drunkenness, crime, the wall newspapers, social insurance, the climate of the Crimea, the beggars, the huge labor turnover, the lack of commodities, the urge for education and self-advancement among the younger generation especially. These sidelights were particularly engrossing to many of us who are perhaps more interested in a nation's people and geography than in its politics and history.

Dr. Frieda L. Kruse introduced Dr. Goldman and eight or more members and guests were present for this most absorbing talk. V. Y.

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A RARE OPPORTUNITY

Dear Lady:

I see your picture in the S. F. newspaper and that you are a business lady and I wish to ask you to help me with some mine prospects I have, as I am a prospector and have several finds but little or no money. I will ask if you care to get some men with means or ladies to buy or lease my finds and let me pay you as I get paid from them. I could not state a definite amount to pay for this service, but if you will leave it to me, I will treat you the best I can on the pay provided you can do something for me I can realize on. I have copper, gold and silver combined here at my home and have found gold on other lands I can get to work, also silver in conglomerate ore, but it is low grade. I would suggest you see the hotels and have them send wealthy mining men to you or put in touch with them.

If you send anyone to see me, tell them I live here and do not stop until they find me or where I live, and if I should not be at home to stop some place around here and see if I am not home next day. If not compelled to stay away I am home every night to care for the animals on the place as I have no wife and never had to make stay home and do the chores as some men do. I am doubtful if I could be so with a lady. Well, if you can try to help, please write me so. I have no copper ore in sight because I let the overhead rock fall on top of it, but I know it is there as I got out several lbs. There is tons by the hundreds of the gold ore, lots of it exposed to the sunlight. It is also in a conglomerate formation.

I wrote to you because it has been my fortune in the past for ladies to do more for me in business than men and I am trusting a lot that you will try to help me with these deals.

Thanking you in advance for considering this letter, I shall say I intend nothing but regards and friendship to you.

P. S. Please register any important letter.

(We will gladly furnish the name and address of the writer on request.—EDITOR.)

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CONTRASTS

Or the difference fifty years make, perhaps we should call this.

We have recently visited the towns of Panamint and Trona, both situated in the desert, southeast of Bakersfield, of approximately the same size, and each engaged in making the desert yield its treasure. No one would choose to live in either town except for the silver and borax. Panamint had its day in 1874-75 and Trona is running full blast now.

At its height, before the high-grade silver veins played out, Panamint housed fifteen hundred souls, a motley lot. The owners, outlaws, young Easterners out here for adventure, teamsters for the 24-mule teams and women who lived in a street they called Maiden Lane. Maiden Lane ran at right angles up a canyon out of the block that housed the bank, express office, post office, and the leading saloon—the one with the billiard table.

The pattern of the streets and buildings is discernible now from the walls of the main canyon, though few buildings are standing. Built by masons from native stone, torrential rains have toppled them over and washed the stones down the steep canyon floor. Panamint lies 7,000 feet above sea level, is completely deserted and the fifty-seven graves up Sourdough Canyon are mute evidence of its lawless life during its one year of existence.

Trona, on the other hand, at the edge of Searles Lake (dry), 2,000 feet above sea level, is a model company town. It may be paternalistic, but the high-type people, the comfortable homes with their hedges of clipped tamarisk, the dormitories, outdoor theater, tennis courts, and general atmosphere of well-being make us believe the 1934 pattern much better than the good old days of the wide-open mining camps.

The Panamint News, published tri-weekly, was the same size as THE BUSINESS WOMAN and carried advertisements for fourteen saloons in its first issue. The cost was fifty cents per copy and the advertising rate \$1.00 per line. THE BUSINESS WOMAN sighs for the good old days.

VIVIAN YARBROUGH.

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The Business Woman

SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JULY 7, 1934

No. 27

Weekly Program



Coming Events

- July 9—Book Section, 7:30 P. M.
July 10—Dramatic Section, 7:30 P. M.
July 12—Thursday, Open House, 8 P. M.

Hostesses

Maude McLaughlin

Florence Hogan Claire Ingham
Garnet Slaughter Ann Attridge
Allene Schuerbrock

SECTIONS

- Book—Second Monday, 7:30 P. M.
Civic—Fourth Monday, 7:30 P. M.
Dramatic—Second and fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

BOOK SECTION

The July meeting of the Book Section will be held on Monday evening, July 9th, and our guest speaker will be Mr. M. E. Hopkins, Superintendent of the Seamen's Church Institute, and San Francisco agent for the American Merchant Marine Library Association. Mr. Hopkins will tell us many interesting phases of the work of the Library Association, a nation-wide organization which carries on the work of supplying reading matter to the crews of our merchant ships. This work is something with which most of us are unfamiliar, but it is intensely interesting and it is hoped that a large representation

of the club membership will be present to hear Mr. Hopkins.

To round out our program, Mrs. Ethel Maxwell has promised to give us three of her interesting reviews. She has chosen Louis Adamic's *Native's Return*, and two recent travelogues by Amelie Posse-Brazilova, *Sardinian Sideshow* and *Roman Roundabout*. We all know how Ethel Maxwell takes the meat from what she reads, and presents it in her fascinating style. A profitable and pleasant evening is in store for us. CORNELIA SEELEY, Chairman.

YOUR ATTENTION, PLEASE!

The honor of your presence is requested at a Convention of Advanced Females of 1874, to take place on the evening of July 17th, at the dinner hour. If possible you should dress in conformity with the time mentioned. No limit is being placed on the number of attics which you may ransack, nor the number of friends you may importune in order to secure an outstanding costume. This is an event which you will not want to miss as a program including many celebrities has been planned. Details of this program will be given at a later date.

The Program Committee,
Carolyn Weber, *chairman*.

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Book.....Cornelia Seeley
Choral.....Mae Barr Long
Civic.....Naomi Hammond
Dramatic.....Josephine Rudasill
Events.....Gertrude D. Tubbs
Historian.....Nan G. Lawrence
Remembering.....Ida M. Reed
Sunshine.....Matilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

AN INVITATION

Would you like to go a-traveling
And without a cent to pay?
Would you care to meet new faces,
As you journeyed on your way?
You will meet with strange adventures,
Sip the cup of deep romance,
You'll encounter great surprises,
Which your roving will enhance.
We've a leader well accounted
Gaily pointing out the way,
Where a caravan is heading,
Caparisoned in rich array,
Would you like to join our party?
Meet our members, join the flight,
From the club rooms—the Book Section,
Be on time on Monday night. CORNELIA F.

WELCOME HOME

It is with a sense of pride, we point to the advertisement of Mrs. Florence P. Kahn, which appears in this issue of THE BUSINESS WOMAN—proud that Mrs. Kahn is our member, and equally proud that we have in our beloved San Francisco, a woman upon whom the eyes of the nation are so favorably turned. Speaking of an all-too-brief interview with Mrs. Kahn, a Washington interviewer says: "After talking to her for just five minutes, I could easily understand why the Democrats chose her, a woman and a Republican, to steer the Independent Office Appropriation Bill through the House." Welcome home, Mrs. Kahn.

DRAMATIC NOTES

Tuesday evening, June 26th, was a gala night. Twenty-four members attended the Round-Up to enjoy a surprise party which turned out to be a surprise to all. There is a mysterious "Dark Horse" that we couldn't round up but a little later it will be broadcast to the club.

The evening was spent playing Cootie. Try it some time. It is great fun. You will need several sets of dice. Gertrude Tubbs says the prize which she won will be of great use.

At 10 o'clock the tea table was laid in pink and white. Delicious tea and cake were served by Thelma McGuire.

Hearty welcome and greetings to Miss Nancy Foster and Miss Lucille Caesar who are new club members and have just joined our section.

JOSEPHINE RUDASILL.

MRS. EMMA BUSY, our newest new member, has been snooping, or so it would appear, for she tells us that many members have hidden away at home numerous articles which are of but little value to them but which would make most acceptable prizes for our Low Jinks, in other words, white elephants. This is most welcome news for the members of the program committee who request that you wrap these attractively and bring them to the club rooms. And remember, the more the merrier.

R. C. A.

Saturday Tea—it was glamorous! Goodies, and atmosphere and the "Carioca" danced to ecstasy!

Monday last—Jane Cowl and more glamour! A big party, too, 60 of the B. & P. and a shortage of seats, alas! Jane Cowl is one of the few real stars of today and when she graces our theatre it is always an evening of super-enjoyment.

Sunday next, July 8th. Our day at the Symphony Woodland Theatre, restful, beautiful, congenial. Wanted to have lunch beforehand, but it is not feasible, so we will go direct to the theatre and for those that wish, after the concert, we can feast. Special bus to the theatre direct will leave promptly—the Greyhound Depot, Mission and Fifth, at 1:30. If there are 25 of us, the bus is ours; lacking that number, we will, of course, go with the crowd. Fare 45 cents round trip; concert, 65 cents. Reservation must be made with me—DOUGLAS 29451!

GERTRUDE D. TUBBS, Recreation Chairman.

THE HOUSE COMMITTEE reminds us that the curtain holders, though quite ornamental, are also for use and requests that when windows are raised we remember to use the holders.

THURSDAY PLAYTIME

As cool breezes blew through the open club room windows creating a pleasant atmosphere, many members and guests devoted themselves to contract or auction bridge.

Other members while lounging in the big comfortable chairs conversed on topics of the day. Mrs. Gunn's handwriting readings caused a stir. Bright and eager-eyed lassies surrounded her table awaiting their future to be told.

Tea and cookies and cakes plentifully supplied by Margery Shaffer, Dorothy Kaston and Lucy Thompson were served and enjoyed by all. Many thanks for your generosity. L. E. A.

CIVIC SECTION

Those who failed to attend the Civic Section meeting on Monday, June 25th, lost an opportunity to become more familiar with some of the newer trends of thought today. Miss Naomi Hammond presided and introduced the first speaker, Mr. Homer L. Chailleaux, Department Commander of the American Legion, who gave an interesting and enlightening talk on the American Legion's program to acquaint the public with Communistic activities in the United States. The next speaker was our own club member, Mrs. W. B. Hamilton, who spoke most convincingly of the need for universal registration. She made the suggestion that the club sponsor a petition favoring this type of registration.

Miss Elizabeth Adam, Chairman of the Legislative Committee, introduced next the principal speaker of the evening, Miss Brownie Lee Jones, Y. W. C. A. secretary. Miss Jones spoke at length on the subject, "Unionization of the White Collar Worker." She gave the history of the growth of the movement and emphasized its need. It is a radical departure for office workers to make any motion toward aligning themselves with industrial groups. Miss Jones believes that it is only a question of time until women clerical workers will see the necessity of organization which will give them the strength of bargaining power. She emphasized the point, however, that women should not have in mind the minor points of higher wages and shorter hours alone, as a goal, but the greater principle of organization, that of working together for the common good of the whole group. P. A. W.

Please bear in mind that the telephone number of Mrs. Genevieve Allen, Publicity Chairman, is UXedo 3053.



Re-Elect
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KAHN**
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4th District, San Francisco

CLUB NOTES

THELMA M. MCGUIRE

Dr. Crete Crockett spent an enjoyable week in the Santa Cruz Mountains.

Mrs. Allene Schuerbrock's cousin, Miss Anna M. Thompson, who has been her guest for the past three months, is leaving for her home in Edgewater, British Columbia.

Word has been received from Mrs. Florence Drake LeRoy who was at the time of writing in Washington. D. C. Mrs. LeRoy visited friends in Cincinnati, Chicago and New York. The Chaminade Musical Club of New York City gave a reception in her honor, with 500 attending. Mrs. LeRoy was a member of this club when she resided there.

Dr. Josephine M. Fernald spent a couple of weekends in Fresno and the Yosemite Valley.

Miss Lillie E. Andersen spent a recent week-end at Skaggs Springs and Guernewood Park.

Miss Virginia C. Marshall is motoring through the Pacific Northwest via the Redwood Highway.

Mrs. Sarah A. MacLaughlin is now very happily situated in Glendale, California (to be exact, 223A Richland Ave.), and best of all, her health is slowly being restored. Mrs. MacLaughlin greatly enjoyed the convention with "Gurty" and the others and sends love to all her friends.

Mrs. Molly Gunn recently motored to Reno and Lake Tahoe, but not being a lover of thunder and lightning storms, hastily returned home. After all, what is better than the bay region?

A most welcome letter from Mrs. Charlotte MacQuaig tells us she is now permanently located at the Hotel Oaks, Chico, and recommends this hostelry to any members touring that part of the country.

Mrs. Reta W. Marshall and Mrs. Leola M. Good say they are now quite air-minded. They just flew down and back from Los Angeles and took a side trip to Catalina to try the seaplanes.

A recent note from Bertha Pierce from Chicago says Denver was delightful, with not one hot day. She visited Buffalo Bill's Museum on Lookout Mountain. She also says the fair is entirely different this year.

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In case anyone should wish to leave Mae Cummings a legacy or sumpin', her present address is Yosemite Valley where she is enjoying a vacation with her family.

We are proud to learn that Valentine Sheela has won a trip to New York in the salesmen's contest. She is with the Equitable Life.

During the past week we greeted some out-of-town guests in the club rooms, including Mrs. Bombidiere of Long Beach and Mrs. Irene Dewiler of Compton, guests of Mrs. Anita Mayer. Other guests were Miss Georgia Boomgard, Miss Dora Moore, Miss Ingelborg, Miss Lillian Baker, Miss Kathleen O'Brien and Mrs. E. M. Dixon, mother of Mrs. Margery Shaffer.

While in San Francisco last week Mrs. Margaret Clark, President of the Los Angeles B. & P. W. C., was the luncheon guest of Mrs. Carolyn Weber.

Club members are missing Irma Burlingame who is vacationing at her home in Los Gatos. Mrs. Burlingame will return July 16th. During her absence Mrs. Alice B. Kennedy and Mrs. Ethel Woodruff Sullivan will substitute.

Some of our members are saying Mrs. Emma Busy has not joined the club; they even say this noble woman does not exist. Pay no attention to it. Mrs. Busy will attend the July Jinx and her picture will be published in the San Francisco Call-Bulletin the day after the party.

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San Francisco

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JULY 14, 1934

No. 28

Weekly Program



July 17—Dinner 6:45 P. M. in Ballroom.
Low Jinks and Annual Meeting of
the "Advanced Females of 1874."

July 19—Thursday, Open House, 8 P. M.

Hostesses

Frances Eagan

Edith Nelson	Lucy Thompson
Allene Schuerbrock	Elizabeth Mowder
Gladys Smith	

Please make dinner reservations early at Club Rooms, Prospect 8347

Coming Events

JUL 21 1934

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

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THE EVENT EXTRAORDINAIRE — THE LOW JINKS

"The Annual Meeting of the Advanced Females of 1874"

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MINUTE

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HAIR (YOUR OWN OR SOMEONE ELSE'S)

JUDGES: The Hon. Florence P. Kahn
Lillian Palmer, Honorary President
Baroness Von Ridenstein

TUESDAY EVENING, JULY 17th, 6:45 P. M.

BALLROOM — WESTERN WOMEN'S CLUB — DINNER, \$1.00

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

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BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. McGuire
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
Recording Secretary.....Grayce Dempsey
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Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

CALIFORNIA HONORED

At the annual convention of Soroptimists Clubs recently held in Baltimore, a California woman, Mrs. Amelia Johnson of Los Angeles was elected president of the National Federation. Mrs. Johnson, who has many friends in our club circle, is Legislative Chairman for the California Federation of Business and Professional Women's Clubs and in recent years has done excellent lobbying in Sacramento. Our own member, Mrs. Harriet P. Tyler, attorney, was elected secretary.

HIGH SOCIETY

The Ways and Means Committee is planning something new and startling for the coming months. In fact, the Business and Professional Women's Club is about to enter the social whirl, for we have decided that too much business and not enough good times makes Jill a bit one-sided. So watch the social columns, for they'll be teeming with interest and with the latest gossip as to who entertained who at the latest *soiree*.

It all came about in this way: Mary Jones was heard to remark that Mary Smith seemed like such an interesting person, but somehow they never had a real chance to get acquainted. She met her occasionally at a club dinner or at one of the sections, but she really didn't know her as well as she would like. So, said the Ways and Means Committee, why not have some Knowell parties, spelled K-N-O-W-E-L-L, so that we can get to know each other really well? "Why not indeed?" said the Board of Directors. "Let's do."

And so we are asking you all to participate in the Knowell parties—that is, just as soon as you are invited by the sixteen ladies in waiting to her Majesty the Queen—AND NOT BEFORE. These parties will be small and select in number—in the

first group, given by the sixteen ladies in waiting; there will be eight guests at each party. In the second and last group, at which these illustrious guests will in turn entertain, there will be six at each party, or if the hostess prefers, two parties at which she will invite three each, or perhaps she will combine with another hostess and have a larger entertainment of some kind. To repeat, sixteen hostesses, our ladies in waiting, will each entertain one group of eight club members during July and August. Then, beginning in September—but not before—each of those entertained in the first group will be hostess to six others, which will then end the festivities.

Remember, if you are invited to one of the first group of Knowells, held during July and August, you will be expected in turn to entertain six guests during the next few months. And should you fail—Beware! Charlotte McClelland, who is to be Queen of Knowells, has full authority to order your head off, should you disregard her royal commands. And if you are so popular as to accept invitations to two parties in the first group, then you must entertain not six people, but twelve, during the next few months. Such are the wages of popularity! Attendance at the second group of parties, however, involves no further entertaining.

There is every opportunity for ingenuity and originality of entertainment, from bridge to a Sunday picnic. Some of our hostesses no doubt will be writing to Emily Post and Elsa Maxwell for unique suggestions. But all hostesses are requested to invite not just their best friends, but those whom they would like to know better, remembering that these are KNOWELL parties. The first group of parties will be given during July and August, and it is hoped that the second group may be completed by November 25, our President's birthday, at which time a number of hostesses could combine for a final big Knowell.

Every guest will be requested by her hostess to contribute as the price of her entertainment at these parties the small sum of fifty cents, which will be turned over to the coffers of our treasurer. We hope that this venture into the social whirl will be so successful, both socially and financially, that we shall be buying orchids for our club dinners by the end of the year.

MARION MORRIS,
Chairman Ways and Means Committee.

R. C. A.

A most congenial dozen-plus "bussed" down to the Symphony Concert on Sunday last and were rewarded with exquisite music in a fairy-like bowl. A wonder these concerts in this perfect setting are not sold-outs! Afterwards, we all sallied forth to tea with Minna Brown in her cosy little home in Burlingame. Oh, it was a right swanky climax to a most satisfying day and our Mrs. Brown was the dearest of hostesses! And an orchid to you, Minna!

Sunday—the 22nd—again we will attempt that picnic. May last when we ventured, the heavens wept. Let's see what July will offer! To Phoenix Lake, out from Ross, a mild little mile and a half—not hilly. We drag our lunch along and really picnic! Details next issue.

Monday—the 30th: Helen Gahagan, at the Curran, in "Mary of Scotland." Who! What an event! Tickets, 55 cents. Reservations—right now. GERTRUDE D. TUBBS, Recreation Chairman.

THELMA M. MCGUIRE WEDS

The wedding of Miss Thelma M. McGuire and Mr. Larry J. Gaffigan took place Wednesday afternoon, the 4th of July, at 2:30 o'clock, the Rev. E. Dugan performing the ceremony at his residence on 18th Avenue. The bride's family home is Fresno and the groom's in San Mateo. The young couple were attended by Miss Rose Bezek, friend of the bride, as maid of honor and Mr. John A. Gaffigan, who was his brother's best man.

A few friends witnessed the ceremony and later gathered at the bride's apartment on Geary Street, where the couple will make their home.

Mrs. Gaffigan is a member of the Dramatic Section, also Club Reporter, of the Business and Professional Women's Club, and is a member of the Credit Women's Breakfast Club. Her engagement was announced several weeks ago and since that time the young couple have been the incentive for considerable informal entertaining among their friends.

Her many friends unite with her co-workers on the BUSINESS WOMAN's staff in wishing Mr. and Mrs. Gaffigan a life of abiding happiness.

THURSDAY OPEN HOUSE

On the evening of July 5th, the club rooms were well filled, somewhat to the surprise and pleasure of the hostesses, who had rather expected the opposite effect from the glorious Fourth. There was a bit more stir than usual, as one or two of the members who work near the waterfront related their experiences during the battle of the day.

We were glad to greet Ida Lord, who has just returned from her trip to New England, and also welcomed to hear from Blanche and Jeanne. Anner, "just returned from her vacation" was with us. We all missed Mrs. Schuerbroek from her usual post as captain of the tea cups. However, the hostess committee was out in full force, and rallied nobly to the bugle call. Edna Butler, Edna Floan and Anna Reidy brought generous gifts of delicious cake, and needless to say, it disappeared rapidly. Dorothy Ralston revealed dark secrets in the cards, and Nan Lawrence saw wonderful futures in tea leaves.

The July birthday party will be on the evening of July 26th, the last Thursday in the month. You *My Babies* had better pop in and see what is going on. Margaret Bell is always thinking up something new, and everybody is sure to have a good time.

E. H. W.

EMMA BUSY feels a little sad today. She thinks her sisters do not really appreciate her. Here is this new job coming up and her name has not been proposed. If anyone in the club should be known to it is Emma.

She will go to the Jinks though, even if she is left off the program. She has a waist smaller than Mr. Trude Tubbs', longer hair than Charlotte McElland's, a beautiful figure too; in short, every woman and SHE WILL BE THERE! Look for your laurels, sisters!

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CLUB NOTES

THELMA M. GAFFIGAN

Miss Elizabeth Starbuck Adams will visit the summer sessions at the University of Southern California, during the month of July.

Mrs. Phoebe Wramp, Contributing Editor of THE BUSINESS WOMAN, spent a portion of last week in Green's Eye Hospital where she underwent a minor operation on her eye. We are glad to report Mrs. Wramp is making a satisfactory recovery.

California's Miss Florence Stahl led the community singing at the Yellowstone Regional Conference.

Miss Ida Reed is vacationing with her nephews at her mountain lodge at Echo Lake, near Lake Tahoe.

Miss Jane Fry, director of the State Board of the California B. & P. W. C., and Miss Elaine West, Junior Past President of the Stockton Club, visited the club rooms last week.

Mrs. Frances Effinger Raymond leaves this month on an extensive trip through Oregon, Washington and Idaho.

The Credit Women's Breakfast Club was greatly honored on July 11th, by having Congresswoman Florence P. Kahn as speaker of the day. Mrs. Kahn addressed the club on *Present Day Legislation and What It Means to You*. She was accompanied by Mrs. Violet Neuenburg. Mrs. Thelma Gaffigan was chairman of the meeting.

Someone whispered in my ear that Marion Morris had her car washed last week, for the second time in two years. This rumor was confirmed by Marion, and met with the question, "How do you do it? Your car always looks so nice." All car owners should learn the secret and save on the washing bill.

Miss Ethel Johnstone had a most unusual and glorious vacation trip. She was accompanied by Miss Annie Woodall, Miss Helen Henry and Mrs. Grace Patty of the Berkeley B. & P. W. C. They motored to Yellowstone National Park where they attended some of the meetings of the Regional Conference. Then they visited the Grand Canyon, Boulder Dam, Zion Park, Bryce Canyon, Tejon, Cody and Salt Lake City.

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Dinner: 5 to 7:30—Sunday 4:30



DO YOU REMEMBER?

Do you remember Oristella Taber, our hard-working editor of THE BUSINESS WOMAN back in 1928? I do, and I can see her cheerful smile, always there, even when her suffering was severe.

Do you remember Grace Livermore and the wonderful party she and Miss O'Hara gave at their home in Marin County? I do, and I can see her sweet face and the happiness she experienced in having us there.

Do you remember Gertrude Starkweather? I do, and I always think of her for her description of our loved city which she gave before the Civic Section and which was later published in THE BUSINESS WOMAN.

Do you remember Minnie Getz? I do, and I always see her at our business meetings and club events—a most loyal member.

Do you remember Emilie Melville? I do, and when I think of her I always feel like smiling. She was beloved by everyone in the city.

Do you remember Gertrude Mowder? I do, and I can hardly visualize any club activity without seeing her happy face; she truly gave of herself to us all and her memory will always be dear.

Last night as I looked up at the stars, I was thinking of all these friends who have passed on and I said:

"Twinkle, twinkle, little star,

Do you know where they all are?"

I think I know.

ESTELLE V. WALKER.

("Do You Remember?" was written before the passing of our three friends and members, M. Elmina Kelly, Eugenia Hoey and Viola Hawke. — Editor.)

Little Katherine, eight years old, is on her way east with her mother. History seems to intrigue her for she has been sending her brothers, Arthur, 10, and Douglas, 6, bulletins in the form of picture cards. The latest to be received is a picture of Barbara Fritchie, at the age of 92, on which Katherine wrote: "Dear A. and D. This is a picture of Barbara Fritchie. She stuck her head out of a window and waved the flag, Love, Katherine." As her father naively remarked: "Whittier, in 50 verses, could not say more than little Kat did."

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A most convincing treatise, on *For Discovery vs. Defense*, written by Mrs. Frances Effinger Raymond, appeared in a recent issue of *The Chronicle*. The concluding paragraph, which is well worth repeating, reads:

You may find Dr. Dewey's steps in reasoning worthwhile. In academic language, he tells us to put on our thinking caps and follow these steps:

1. A felt difficulty.
2. Its location and definition.
3. Suggestions for possible solution.
4. Development of pertinent questioning.
5. Evaluation.
6. Conclusions. Six steps and all up the ladder.

Think big, talk little, love much, laugh easily, work hard, give freely, pay cash and be kind—it is enough.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

JULY 28, 1934

No. 29

Weekly Program



Coming Events

July 31—Dinner, 6:45 P. M., in Ballroom.
Low Jinks and "Annual Meeting
of the Advanced Females of
1874."

August 2—Thursday, Open House, 8 P. M.

Hostesses

Ida Grebinar

Susie Hicks Elsie Maclaren
Madelon Saxon Allene Schuerbroeck
Josephine Rudasill

Please make dinner reservations early at Club Rooms, PRospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

A ROYAL EDICT

KNOWELL all you loyal subjects, that by edict of her Majesty the Queen, her sixteen Ladies in Waiting, the princesses of Bizanprofowomelu, will invite your royal highnesses to partake of their general hospitality.

It is the Queen's desire that you accept. BEWARE of losing your heads! These Ladies "will be seeing you":

Elizabeth Adams, Mary Baker, Isabelle Banz, Rose Bezek, Bertha Dale, Mrs. W. B. Hamilton, Ethel Johnstone, Sylvia Kempton, Mae Barr Long, Ethel Maxwell, Elsie Monte, Jessie McKinney, Daisy Prechtel, Ida Reed, Margaret Torreyson, Carolyn Weber.

CHARLOTTE F. MCCLELLAND,
Queen pro tempore.

R. C. A.

By Gum! We'll burst forth on that picnic yet! The rain first gave us battle; the strike brought hesitation; now Sunday next—July 29th—let's go!

Prove that charm conquers on the third attempt! Sausalito Ferry, the 10:45 boat—the ticket to Ross—price 60 cents. Destination, Phoenix Lake, an easy mile and a half. Be fortified with your lunch, wear comfy shoes and loiter in the outdoors for a day.

Our theatre party moves on to Monday, August 6th, due to strike aftermath. Opening night, Helen Gahagan in "Mary of Scotland." Price 55 cents—reservations with the undersigned!

GERTRUDE D. TUBBS, Recreation Chairman.

BAY DISTRICT MEETING

The Monterey and Salinas B. & P. W. Clubs will be co-hostesses at the Bay District meeting to be held at Asilomar, August 11th and 12th. Mrs. Maude Empey, our State President, will be present and report on the Yellowstone Regional Conference and the Colorado Board meeting, after which, discussions will follow. It is not too early to make reservations with Mrs. Burlingame.

EXTRA SPECIAL!

"ANNUAL MEETING OF THE ADVANCED FEMALES OF 1874"

Our *low jinks*, postponed on account of the general strike, will be held Tuesday evening, July 31st, 6:45 P. M., in the ballroom of the Western Women's Club. Dinner \$1.00.

(Costumes of the period should be worn though this is not compulsory.)

The Business Woman

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OUR ALIBI

In this issue of THE BUSINESS WOMAN reports of club activities may be old and members will have all but forgotten they ever had a vacation. For this and kindred deviations we crave your indulgence. THE BUSINESS WOMAN did not strike, we just could not help ourselves.

DRAMATIC NOTES

The last round-up, June 26th, was disconcerted by a dark horse. The Fourth of July was an eventful day; the steed was rounded up on another range when Mr. Larry J. Gaffigan and Miss Thelma McGuire were married. In the meantime someone must have guessed the secret for the round-up turned out to be a pre-nuptial party. Thelma presided over the tea table, which was adorned with a lovely cake, bearing the words "Best wishes for your happiness." The Section also presented her with a beautiful plate.

JOSEPHINE RUDASILL.

BOOK SECTION

There were a goodly number at the July 9th meeting of the Book Section, Monday evening, and those who attended were well repaid by the very interesting talk by Mr. M. E. Hopkins of the Seaman's Church Institute on the origin, growth and development of the American Merchant Marine Library Association. It was surprising to all of us to learn the extent of this service, and the speaker told about the different phases of the work in a most entertaining manner.

Mrs. Maxwell also took us between the covers of three travel books and gave us glimpses of other worlds in her usual vivid reviews.

EDITH C. FLOYD.

THURSDAY OPEN HOUSE

A Strike Party

Thursday evening, July 12th, everybody struck, the committee, the cook, the bridge players, even our Reception Chairman, Margaret Bell, who was enjoying a brief vacation visiting friends along the Russian River.

The first group of hostesses for the Knowell parties had gathered early for a committee meeting, however, and they formed the nucleus of what finally developed into a good old fashioned family party where each one did as she pleased and nobody tried to entertain. Talk was divided between the newly declared Teamsters' Strike and the Club's Low Jinks, still to come. Elsie Maclaren had brought with her one of the invitations issued for her maternal grandmother's wedding which was held in November of 1873. Written in graceful script, the form of invitation was much the same as a modern one, and the couple's entwined initials were beautifully embossed on the envelope.

Maude McLaughlin found volunteers to help her serve tea and cake, and a count showed forty present after all, including Mrs. Christine Harris, a B. & P. W. member from Salt Lake City.

Much to the consternation of Margaret Bell, owing to the continued strike conditions, the house was dark on July 19th.

EXCELLENT ADVICE

Mrs. Wm. J. Hayes, of Burlingame, was interviewed by Edith Bristol, Women's Editor of the Call-Bulletin, in her *As Woman to Woman* series of broadcasts, Monday morning, July 9th. Mrs. Hayes has just completed two years as state head of the California Congress of Parents and Teachers and is active in other California women's clubs.

She said an especially interesting thing in answering one of Mrs. Bristol's questions which, coming from a disinterested source, we quote verbatim:

Q. "If you were starting over again on your career of public work, just as our young college girls are starting today, what would you do—how would you plan your work and life?"

A. "That is rather a difficult question to answer. However, I think if I were a young woman about to embark upon the career of earning my own living I would at once join a Business and Professional Women's Club to keep me from becoming entirely self-centered. I think too that all young women should interest themselves in politics and government. I am intensely interested in these Young Voters' Clubs that are springing up everywhere. I would engage in fostering some of the character-forming groups for children and young people of the community . . . I think what I am trying to convey is that I would plan to do my work well, whatever it may be, have an avocation, or several of them, and at least one of them would be a contribution to the betterment of my community. I would plan to work and to play; to read and to be alive every moment, with a desire to learn and a will to seek knowledge."

PLEASE REMEMBER to bring that white elephant, attractively wrapped, to the club rooms, for a prize for our party, July 31. The more the merrier!

Olga Herz, whose advertisement appears in this issue has been in business for 25 years. We hope to prove to her that "it pays to advertise in THE BUSINESS WOMAN."

CLUB NOTES

THELMA M. GAFFIGAN

Mrs. Laura Clough made a business trip to Los Angeles, Hollywood and Long Beach.

Dr. Phyllis Bourne and her husband with *Swanky*, their Sealyham, drove to Lake Tahoe in their new V-8 Ford.

Dr. Susan Hamilton spent her vacation in the Clear Lake country.

Mrs. Amanda Heuermann has returned from a visit at Woodland.

Miss Dorothy Ralston is enjoying this week at Hoberg's, Lake County, but she promises to be back for the Jinks.

Elsie Monte has the honor of being first Knowell hostess. Her entertainment will take the form of an Italian buffet supper at her home, July 27th.

Mrs. Edith Nelson spent a very enjoyable week-end on a trip up the Redwood Highway.

The Redwood Highway drew Miss Anna Reidy too. She traveled by bus to Portland stopping over at Ben Bow.

Emma Schmedes spent her vacation enjoying the strike!

Mrs. Clara Brown has returned from Santa Cruz and is now en route to Alaska. She is contemplating taking the inland trips while there and will not return for a month.

Miss Margaret Girdner has gone east where she will spend two months visiting friends and relatives in New York and the New England states.

Mrs. Clotilde Gabriele has been enjoying her vacation and many of her week-ends at her cabin in the Santa Cruz mountains.

Miss Gladys Smith and Miss Margaret Lewis write from Mexico that they are having a wonderful time. They were planning a tea at the International Women's Club in Mexico City.

Mrs. Cora White had dinner for six at her home recently. After a delightful dinner the guests spent the evening playing games, where they were joined by Mrs. White's two sons, Gerald, who just graduated from De Pauw College of Greencastle, Ind., with high honors, and Donald White. Mrs. White's guests were Dr. Crete Crockett, Miss Rose Bezek, Mrs. Maud McLaughlin, Mrs. Helen Neill and Mrs. Thelma Gaffigan.

Miss Clara A. Saunders, now visiting in the east, will leave New Orleans on the Pacific-Java-Bengal Line's steamer *Tarakan* on July 28th for an extensive trip along the coast of Africa to India and then home via Manila and Vancouver. She will arrive in San Francisco late in November.

Mr. and Mrs. John T. Long (Mae and Jack to you) have recently returned from a motor trip to Crater Lake. Accompanied by Mrs. Long's mother and father, Mr. and Mrs. Chas. E. Osgood, they drove north over the Redwood Highway, returning via the Klamath Lakes and Modoc County.

Mrs. Phoebe Wramp's many friends will be glad to learn she has recovered from her recent eye operation and has been enjoying a camping trip with her husband. A note from Eagle Lake, near Susanville, and written at six in the morning, said they were en route to Lake Tahoe.

Mrs. Florence Callahan resigned her position with the Square D Company and will make her home at her country place, near Morgan Hill. Mrs. Callahan will keep up her club contacts and hopes her club friends will visit her when they are in her neighborhood.

Another new car! This time it's Mrs. Charlotte McClelland. It is a Buick sedan in Empress blue and Charlotte will spend the next few weeks learning to drive.

If you have not already done so please change your roster to read—Mrs. Josephine Rudasill, 2649 Van Ness Avenue, San Francisco, GRaystone 8655.

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SUBSCRIPTIONS

Attention is called to the fact that the subscription rate for THE BUSINESS WOMAN is \$1 a year to non-members. If you have friends or relatives who would be interested in seeing our club paper, their subscriptions would be appreciated.

The members of the Legislative Committee of the Civic Section, and Miss Naomi Hammond, chairman of the Section, enjoyed a most pleasant luncheon meeting on Friday, July 13th. Miss Elizabeth Adams is chairman of the committee and the other members present were Grace Anderson, Jeanette Doub, Ethel Ray, and Ida Rose Grebinar. The committee met for the purpose of becoming better acquainted with each other and to discuss plans for the meeting of the Civic Section which was held on July 23rd.

Have you made your reservation for the *Low Jinks*, July 31st? If not, please do so at once.

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Gene Reed

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

AUGUST 4, 1934

No. 30

Weekly Program



Coming Events

August 7—6:15 P. M.

Western Women's Building.
Business Meeting.

August 9—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Lucile Cordrey Florence Blakemore

Margaret Brandt Lill Anderson

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS SEP 12 1934

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

KNOWELLS

We are hearing much these days of Knowell parties. Elsie Monte entertained delightfully at an Italian buffet supper on Friday, the 27th, and Belle Banz followed with a dinner party on Saturday, the 28th. An added attraction to Belle's party was the presence of her mother, Mrs. Georgiana Banz. It is said that Jessie McKinney is planning a variety show, with emphasis on the variety. It appears to include, as far as we have been able to determine, a cabaret, with a few murders thrown in for good luck.

If you haven't yet been invited, your time is coming. So be prepared to say YES!

CHARLOTTE F. MCCLELLAND.

CIVIC SECTION

The Civic Section, under the direction of Naomi Hammond, is showing unusual activity, and probably never in the history of the section has there been a larger and more enthusiastic audience than that which gathered on Monday, July 23. The club quarters were filled to capacity and another meeting of interest was given by the Legislative Committee of the section, of which Miss Elizabeth Adams is chairman.

As Miss Hammond explained at the meeting, since the section meets only once a month and there are so many interesting problems confronting us today, we must of necessity crowd into each program several popular subjects.

Our own member, Honorable Florence P. Kahn, always a splendid drawing card. It was interesting to get her view on recent national legislation, which she presented in her usual charming way.

The proposed criminal law changes, to be voted on in August, were discussed most entertainingly

and convincingly. Municipal Judge Alden Ames gave his reasons why he thought judges should be allowed to comment on the evidence, as proposed by the change, and why the judge and the prosecution should be allowed to comment on the failure of the defendant to take the stand in his own behalf. Gordon Johnson, young attorney and member of the Board of Governors of the Bar Association of San Francisco, in opposing the changes stated very forcibly that he felt our law was ample today, and that for any improvement we needed only to look to our so-called machinery for the enforcement of law.

Assembly Constitutional Amendment No. 98, which proposes to change the method of selecting judges—from elective to appointive—was most ably discussed. Mr. Robert H. Gerdes, a young attorney and associate of Miss Jeannette Doub, member of the Legislative Committee, presented the affirmative of the question, and Mr. Edward P. Murphy, prominent attorney of San Francisco, opposed the measure in a most convincing and eloquent fashion. The club was indeed most fortunate in having so many able speakers and a great deal of thanks is due the Legislative Committee in planning the program.

"WOMAN GETS A BREAK"

Members who have radios in their offices (we haven't) tuned in at 10:15 last Monday morning to hear Edith Bristol of the *Call-Bulletin* in her weekly "As Woman to Woman" series interview Harriet P. Tyler. Mrs. Tyler, who is our valued member and an attorney with the Western Pacific Railroad Company, spoke of women's equality with men in the professions and of their use of their newly gained citizenship. "Woman Gets a Break" was the radio caption for the interview.

V. Y.

The Business Woman

Published Weekly, 609 Sutter Street

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BUSINESS WOMAN

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
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DRAMATIC NOTES

The last meeting of the Dramatic Section was spent in reading one-act plays with the idea of choosing three to be used in our Fall production. May we urge that members desiring to take part in the production attend future meetings regularly. At the fourth Monday meetings those attending and listening to the readings will decide which ones will be used. The plays are chosen by Mrs. Eva Hackett, but must have the indorsement of the members of the section.

Mrs. Hackett will hold her class on the second Tuesday of August. All members wishing to study work can secure it by telephoning Mrs. J. Rudasill, GRaystone 8655, or the undersigned, EXbrook 7275.

THELMA M. GAFFIGAN.

R. C. A.

Monday—August 6th, Helen Gahagan, our precious, will be Mary of Scotland, and we will, in fancy, go way back to other yesterdays. The play rambles away from history, but is said to be romantic and intensely interesting. Helen Gahagan would be a treat in most any type of play—remember her in "Tonight or Never." Ooh! Again in "The Cat and the Fiddle"! Price of seats—55c—gallery of the Curran, and reservations are with me!

Friday, the 10th—how about a little splash! The season is summer; the "scare" has vanished; the strike is past—let's Swim! Western Women's Club, around 6—come right downstairs—I'll be waiting for you. Price 50c—if we could muster ten—35c.

GERTRUDE D. TUBBS, Recreation Chairman.

Dr. Frieda L. Kruse spoke on *Social Diseases and Their Menace* at the State Normal School, Thursday morning, July 26.

FOOD FOR THOUGHT

En route east, after touring Alaska and the Pacific Coast, Miss Maxine E. Biebesheimer of Fort Wayne, Indiana, and Miss Lillian Redford of La Porte, Indiana, spent last week in San Francisco. Miss Biebesheimer is a past president of the B. and P. W. C. of Uniontown, Pennsylvania, and 1932-34 president of the Fort Wayne club, and is a brilliant and much traveled woman. She said she considered our club rooms the finest she had ever visited. "However," she thoughtfully remarked, "beautiful as they are, I do not believe they would accommodate our one hundred and fifty membership, for at our business meetings alone we never have less than one hundred present." There is some food for thought and we found ourselves wondering how many would attend our next business meeting, August 7th.

JULY BIRTHDAY EVENT

The evening of the July birthday party was a gala occasion as the club rooms were crowded to capacity. About seventy members and guests were present to wish many happy returns to the guests of honor, among whom were Mrs. Lidstone and Jessie McKinney, who proclaimed themselves twins as both were born on the date of our celebration. Two member-husbands were present, Mr. Michael Sullivan, an old-timer; also Mr. Larry Gaffigan, who made his bow beside his beaming wife, our old pal, Thelma McGuire. There was a beautifully decorated birthday cake and an attractive color scheme worked out in yellow and green, thanks to our interior decorator, Margaret Bell. Florence Hogan brought just the right centerpiece of yellow flowers and the delicious cake and candied grapefruit were provided by Ida J. Lord, Elizabeth Mowder, Madelon Saxon, and Netta Jones. Such a delightful evening was enjoyed that the daughters of August are eagerly anticipating their party, which will take place on August 16th.

E. H. W.

WOMEN'S LEADER PREDICTS BIG VOTE FOR FLORENCE KAHN

Prediction that Florence P. Kahn will again be elected to Congress by an overwhelming vote was made this week by Mrs. Charles N. Stern, active club leader and one of the most enthusiastic members of the Mrs. Kahn's campaign committee.

"Men and women voters of San Francisco are backing Florence P. Kahn because of her ability and what she has done for this city," Mrs. Stern said. "She has always placed the interests of San Francisco above partisan politics, and has devoted her full time to the affairs of the Fourth District.

"Congresswoman Kahn is also more than an able Representative. She is a national figure because of her ability, influence and popularity. She is now the only member of the Appropriations Committee from west of the Mississippi, and the only woman ever to hold this position. It would take a new member of Congress many years to obtain such an important position, which is of great value to San Francisco.

"The welfare of this city demands that we retain in office Florence P. Kahn, who knows San Francisco's problems and has the ability and the influence in Washington to intelligently work for their solution.

"In every part of the Fourth District we find that voters are recognizing this fact and working enthusiastically for Congresswoman Kahn's reelection."

CLUB NOTES

THELMA M. GAFFIGAN

Miss Susie Hicks has returned from a delightful holiday spent in Yellowstone National and Grand Teton National Parks.

Mrs. Elsie Fear had a very pleasant visit with her mother in Stockton recently.

Mrs. Reta Marshall spent three weeks touring Vancouver, Victoria, and Seattle.

Dr. Harriet Ward vacationed at Cambria Pines.

Mrs. Cecelia Spade and Mrs. Louise Stivers have been entertaining their sister, Mrs. W. W. Wyatt in Seattle. They motored to Carmel last week-end.

Miss Roberta McCarthy had a most enjoyable motor tour with friends through northern California and Oregon, taking in all the interesting points, including Crater Lake and Klamath Falls. Miss McCarthy and her mother spent a few days at Santa Cruz on her return.

Miss Lena O'Connor writes that she is having a marvelous time in Canada. She has recently been sitting in Winnipeg and Saulte St. Marie. She expects to be back in a month.

Mrs. E. A. Spozio spent ten days in Los Angeles. We welcome Mrs. Jene S. Bishop back into our fold from her trip to Idaho and Oregon.

Miss Eleanor Walters will vacation in and around Los Angeles, spending part of her time in the city and part in the mountains.

Mrs. Merle Curington drove to Crater Lake and Lassen Park, and points of interest in northern Oregon for her vacation. She fished—and caught some. Some *fisherwoman*!

Mr. and Mrs. Larry Gaffigan spent the week-end in Fresno with the latter's mother.

Everyone regretted that previous vacation plans prevented Ida Reed from attending our party last Tuesday evening. Miss Reed spent the week at her cottage at Echo Lake and had as her week-end guests Miss Betty Walton and Mrs. Hazel Dominick.

Mrs. Nell W. Palmer is motoring to the Canadian Rockies with her nieces and expects to be away during the entire month of August.

Mrs. Ethel J. March sends in a new name and address. She is now Mrs. Ethel J. Pyro, 120 Occidental Avenue, Burlingame.

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ROSE O'BRIEN'S FASHION STUDIO

Cards were received from Olive Chauvaud mailed from Seattle. Her vacation was hastened by the strike, but evidently not spoiled, for she speaks of having a nice time in the beautiful Northwest and she does not return until August 20.

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1403 Willard St., MONTrose 7589

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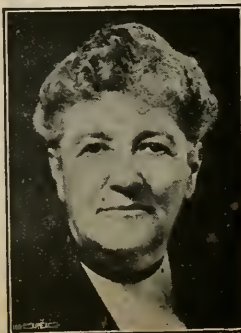
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(The names of additional new members will appear in the near future.)

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San Francisco

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

AUGUST 11, 1934

No. 31

Weekly Program



Coming Events

SEP 12 1934

August 13—Book Section, 7:30 P. M.

August 14—Dramatic Section, 7:30 P. M.

August 16—Thursday Open House, 8 P. M.

Hostesses

Edith Floyd

Allene Schuerbrock

Ednah Butler

Dr. Harriet Ward

Ethel Sullivan

Edna Fogarty

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—First and third Mondays, 7:30 P. M.
At Club Rooms.

ANOTHER OVERFLOW DINNER

Mrs. Carolyn Weber, Program Chairman, announces that our next event will be a dinner, Tuesday evening, August 21, at which our member, the Hon. Florence P. Kahn, will be the guest speaker. Please make early reservations, as this promises to be another overflow dinner.

MORE AND MORE KNOWELL PARTIES

On August 4, 1934, Miss Margaret Torreyson took her Knowell guests for a trip through Chinatown with a Chinese girl as guide, and afterward to a Chinese supper in her apartment. Service by Chinese AMAH. (Will somebody enlighten the Queen?) The affair sounds most intriguing.

Have you seen Miss Jessie McKinney's clever and original invitations? There is a very realistic white skull and crossbones mounted on shiny black paper, and in white ink appears the following: "Knowell! Knowell! Jessie McKinney PRESENTS—DRAMA! MYSTERY! FUN! Date: August 18, 1934. Place: 969 Bush St. Time: 8 P. M. Formal—Masks." Does it not sound exciting?

Her Majesty, the Queen, announces to her loyal subjects that she deems it expedient to send her Headsmen off into the forest to chop wood, for his muscles are becoming exceedingly flabby, and the trusty axe getting rusty for lack of heads to whack off on account of the eagerness with which the royal subjects are accepting invitations, and basking in the smiles of the charming Ladies in Waiting.

So have your fifty cents ready, because you're sure to be invited to go somewhere and do something anon.

CHARLOTTE F. MCCLELLAND, Queen pro tempore.

REMEMBER THE BAY DISTRICT MEETING AT ASILOMAR, AUGUST 11TH AND 12TH

WE'RE ON THE AIR

Through the courtesy of Darrell Donnell, news editor of the Hearst Radio Service, our club is now a regular part of the Women's Institute of the Air, over Station KYA. In June, Sylvia Kempton, our president, gave an account of the aims and purposes of the club. In July, Bertha Dale talked on the *Value of a Convention*. Friday, August 3, our member, Congresswoman Kahn, spoke on *Politics as a Career for Women*. (We hope to report this at a later date.)

Our next speaker over KYA, at 1 P. M., August 14, will be Dr. Adah Ruth Taylor, who will speak on the subject of *Chiropody as a Vocation for Women*. Be sure to listen in.

GENEVIEVE ALLEN, Publicity Chairman.

R. C. A.

Dee—dee! Our picnic reeled off a three-star flash! The day was minus a blemish; warm enuff—cool enuff; the meander along the Lagunitas Road in Ross, amidst flower-bedecked homes, then on into the woods, where tables invited our eats. O'course, too much food, but the yellow jackets had a feast! Eight of us measured our lengths on the green, viewed the heavens and unlaxed. Ah—H! Regaled ourselves with foaming nectar, at San Anselmo, as a finale. Arrived home at 8—quite a day!

There 'tis: Friday—the 10th. A bit of a splash, ole deals, at the Western Women's Club. Meeting downstairs at 6—I'll be thar!

Sunday—the 19th—a day in Berkeley; luncheon at Hotel Claremont. More next issue.

GERTRUDE D. TUBBS, Recreation Chairman.

The Business Woman

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BUSINESS WOMAN

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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Office Hours from 11 a. m. to 4 p. m.
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THANK YOU!

The enthusiasm and enjoyment expressed during the performance given at the jinks, no doubt conveyed to the members taking part, appreciation and praise for the result of their efforts. But may I, through this medium, thank the following for the hours of rehearsal, the time spent in getting together adequate costumes, the co-operation, help and advice, which went toward making one of our most successful events:

Gertrude Tubbs, Merle Curington, Charlotte McClelland, Josephine Rudasill, Clotilde Grunsky, Dr. Susan Hamilton, Lillian Palmer, Nan Lawrence, Vivian Yarbrough, Mary Baker, Phoebe Wramp, Margaret Torreyson, Jessie McKinney, Ida Reed, and the membership who responded to the spirit of the occasion. My sincere appreciation to all of you.

CAROLYN WEBER, Program Chairman.

BOOK SECTION

For the meeting of the Book Section on Monday evening, August 13, we have secured Mrs. Henri Napier Carmer, well-known psychologist and lecturer, who will give us an extremely interesting program.

Mrs. Carmer needs no introduction to the club. She is a former member and was for two years chairman of the Book Section, during which time she provided many worth-while programs and was also instrumental in gathering together many splendid additions to our club library.

Mrs. Carmer has chosen to review for us three books, two of them, "The Method of Freedom," by Walter Lippmann, and "Nine Etched from Life," by Emil Ludwig, are non-fiction. The third is a novel, "Duel," by Ronald Fangen, a translation from the Norwegian. Mrs. Carmer will draw these three books together, and a real treat is in store for us. Please let us have a large crowd present. Guests of members are most welcome. The meeting is at 7:30.

CORNELIA SEELEY, Chairman.

CONTRACT BRIDGE

Ho! Hum! Vacations will soon be over and school will start for Contract Bridge the first week in September. We hope you all had a most pleasant vacation and are ready to prepare for the long winter months (rather jolly ones though, we think.)

All those who wish to continue in their classes, and those who wish to join the Beginners' Class, please notify the undersigned. We would like all reservations to be in by AUGUST 20, in order to organize the classes and announce the opening date in the August 31 issue of THE BUSINESS WOMAN, so send YOURS in at once.

CAROLINE BACHICH, Chairman Pro Tem,
145 Tenth Street, Hemlock 7317.

THURSDAY OPEN HOUSE

A large number of those who came to the club last Thursday were guests. Possibly the 1874 party proved to be too much for most of the club members. Susan McGill brought her grandson, who had heard glowing reports of our club from his sisters. A huge square of chocolate cake proved to Harry that these reports were not exaggerated.

There were two tables of bridge and one of anagrams, but the center of interest was Michael Sullivan (Omenard, Palmist), who obligingly spent the whole evening reading the palms of everyone present with astonishing accuracy. Did you know that Mr. Sullivan has decided to turn his hobby into a business? Watch for his ad in THE BUSINESS WOMAN.

With Allene Schuerbroek back on the job to make the tea and Nettie Smith's cake, which merited many compliments, the evening was an exceptionally nice get-together.

ELSIE MACLAREN.

ANENT FLORENCE P. KAHN

Senator Frederick C. Walcott of Connecticut, who was in San Francisco last week, expressed the keenest admiration for our member, Senator Florence P. Kahn. He feels at this time, with our country facing financial and economic problems greater than at any other time in our history, it would be folly to think of sending anyone but Mrs. Kahn back to Washington to represent San Francisco. It would take years for a new representative to attain her position of security through her long and valuable service, which has won her a place in the most important committees in Congress.

Unquestionably Congresswoman Kahn is a getter and has accomplished many worthwhile things for San Francisco. Federal appropriations obtained by her include the new Federal building, the new addition to the post office, the new mint, the new Appraisers' building, Marine Hospital, and Veterans' Diagnostic facility at Fort Miley. In addition, Mrs. Kahn introduced the Kahn-Johnson bill jointly with Senator Hiram Johnson, which made federal financing possible for the San Francisco-Oakland Bay Bridge.

We venture to believe that as thinking, intelligent individuals the women voters will return Mrs. Florence P. Kahn with an overwhelming majority.

Do you enjoy Italian dinners? If so, when in the vicinity of Jackson and Van Ness, drop in at Barney's. One of our members who secured his advertisement says there is nothing finer to be had in San Francisco.

Mrs. Hazel Jacoby has been reappointed on the Women's Committee of the San Francisco Life Underwriters. Congratulations, Mrs. Jacoby.

ELEGANT FEMALES

Such elegance! Such refinement! Such gracious dignity!

Sweeping skirts, coquettish hats (yes, the advanced female was as coy as the 1934 variety), laces and fringes and ruffles, bustles and BUSTS—wowie, how the curves came out in the modest, womanly modes of 1874!

I was asked to write up the report on the gathering of Advanced Females of 1874, but I had such a good time as a representative of the night life of Old San Francisco that I forgot to take any notes. I can give you only a medley of impressions.

GUESTS: From Hayward, Richmond, Burlingame, Pasadena came several visitors. I saw one Salt Lake visitor, too, sister of Lillian Connolly. Mrs. Jack London looked as if she were having a good time with Dr. Chung, but the Princess Nien Tsing from China (Louise O'Hara)—gorgeous beyond words—was too dignified for common folk.

JUDGES: Our Lillian Palmer from Podunkis—a scream all the time. (Every time I went near her, she hissed; "You hussy! We'd run you out of Podunkis!")

Baroness von Ridelstein—gracious and charming and amazed at the real dramatic talent shown by Sister Gurty Wall (Gertrude Tubbs), and the colorful Coloratura Patti (Josephine Rudasill).

And Florence Kahn, the best sport in the world. What gratifying comments she made on the show—says the talent of the women is marvelous—not a false note, wit and cleverness all through from beginning to end—better even than the famous Press Women's Show in Washington. How she livens up a group with her enthusiasm. (I am especially fond of her because she insisted upon awarding one prize at least to the best legs.)

Sylvia Kempton with her curls and her modest speech of welcome; Caroline Weber, the stunning matron of '74, presiding with the dignity of an assured social leader; Clotilde Grunsky in a perfect costume, prophesying incredible things for us ladies, clever, scintillating; Doc. Susan Hamilton in a gorgeous dress reducing us to jitters at the thought of demon rum getting mixed up with our pretty little livers, our beautiful stomachs, and dear little hearts—not forgetting the gall bladder; Charlotte McClelland, looking the perfectly groomed beauty of '74 (she is a knockout no matter what era she represents) with a melting, moving interpretation of "Curfew Shall Not Ring Tonight" that reduced us to tears; all these were part of the party. Then Patti (Josephine Rudasill) literally made our hair stand on end by her wonderful rendering of whatever she sang. Tessie Gurty Wall (Gertrude Tubbs) was one *big hit* and helped us all liven up. The skit

put on by our two Press Angels, Lillian Connolly and Edith Bristol, was clever but not convincing. **QUERY:** How *could* they get to heaven? Vivian Yarbrough, off stage, was a noisy young thing; Jerusha's substitute from Podunkis (Lillian Palmer) gave us a stirring call to join in the cause and work to get the woman's hand off of the cradle and onto the vote.

Several of the females fell for Margaret Torreyson's moustache and all the males fell for Jessie McKinney's legs or was it leggings? And wasn't the parade fun? The exquisite bride (Elsie MacLaren); Dr. Mary Walker (Nan Lawrence), who rescued the fainting female—wouldn't you know it would be Carrie Nation (Margaret Bell), who had to go and faint?—regular show-off, I call her. The list of prize winners is somewhere else in this paper, I hope, and what they won the prizes for, but there were a lot of others who were delightful to look at. The only pity is that every single person did not dress up. If you were just an onlooker this time, be sure at the next jinx to let go. Wasn't Dr. Crete Crockett a picture? And Lucia Steidel under her tip-tilted hat? And Mae Barr Long? Well, there were about a hundred of them that I found intriguing. Florence Callahan challenged the decision of the judges over the smallest waist, but she got up there too late to be measured. Wasn't the best dressed lady (Lydia Johnson) with her little parasol perfect? And Catherine Dawn's costume should be in a museum. I could go on like this for all of the costumes there. One evening is not long enough to see it all.

Hearty congratulations to Caroline Weber and her committee for putting on a wonderful party and what a treasure is Mrs. Burlingame! And that reception committee—how they make things move smoothly! Girls, it is a wonderful crowd. I am for you strong.

E. S. ADAMS.

P. S.: I forgot the auctioning off of the Whistler cameo. Doc. Hamilton was a good auctioneer and Mrs. Kahn started it all off with a bang and at least \$7 worth of bidding. Miss Friend, a Sorptomist, got the cameo finally, and it netted a neat sum, too.

(Names of prize winners will appear in the next issue.)

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CLUB NOTES

THELMA M. GAFFIGAN

Dr. Ray Morrow has been visiting with friends in Burlingame.

Miss Anna G. Reidy drove to Crater Lake via the Redwood Highway, visited at Ben Bow, and completed her vacation at San Jose.

Miss Callie Bachich spent the second lap of her vacation with her family in Tuolumne County.

Miss Delphine Morrison has just returned from her Mexican trip and said she had a most wonderful time.

Dr. Margaret Chung was the house guest of Mr. and Mrs. Robert Young and Miss Una Merkel and her husband in Hollywood. Sherline Lynn gave a special party for Dr. Chung at the Coconut Grove, which was attended by a number of movie celebrities.

Judge Theresa Meikle is leaving on an extended trip to the South Sea Islands the latter part of August.

Dr. Frieda Kruse is recovering from her recent operation at the Stanford Hospital.

Miss Marion Morrison has been quite ill. We hope by the time this goes to press she will be up and around again.

Miss Garnet Slaughter had a very enjoyable vacation trip to Lake Tahoe.

Miss Josephine Weed just returned from a trip to both upper and lower rims of the Grand Canyon, Bryce Canyon, Zion National Park and Salt Lake City.

Miss Nancy Foster visited in Carmel and Del Monte.

Mrs. Cora White drove up the Redwood Highway to Eureka and Crescent City.

Miss Hazel Ramon had a lovely vacation at the Sequoia National Park.

Miss Cornelia Seeley also enjoyed Lake Tahoe as a vacation spot.

Miss Pearl Smith went up the Redwood Highway to Seattle, returning by boat.

Miss Etta Graff went to Oroville for her vacation, and had a splendid time.

Miss Clotilde Grunsky spent her month's vacation with friends in Redwood City.

Miss Mary Mooney visited with Miss Emma Noonan in Healdsburg.

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A card was received from Mrs. Ada Brace from the Redwood Highway, in which she sent greetings to all.

Miss Virginia Marshall writes that she will not be with us again for another month. She is visiting Mt. Rainier, Vancouver, Victoria, Spokane, Coeur d'Alene, and Yellowstone National Park on her way home.

Miss Marie Wilkening wrote to tell us she has a lovely cottage in Redwood Village at Rio del Mar. She extends an invitation to all members to visit when they are down that way. She is planning to attend the district meeting at Asilomar this month.

Miss Minnie Korn is leaving the middle of the month for a two and a half months' trip to Europe, stopping in England, Germany, Switzerland and Poland.

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

AUGUST 18, 1934

No. 32

Weekly Program



Coming Events

SEP 12

August 21—Dinner, 6:15 P. M.
Western Women's Building.
Speaker, Hon. Florence P. Kahn.

August 23—Choral, 6:45 P. M.

August 23—Thursday Open House, 8 P. M.

Hostesses

Maude McLaughlin
Florence Hogan Clair Ingham
Garnet Slaughter Anne Attridge
Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

OUR NEXT PROGRAM DINNER

At our next program dinner, Tuesday, August 21, we will be favored with the Hon. Florence P. Kahn as guest speaker. She will review for us the outstanding legislation enacted at the last Congress and explain its effect on our present economic situation. This is a highly important and far-reaching subject of interest to all of us, and as Mrs. Kahn is a forceful speaker and well conversant with her subject, this evening promises to be another milestone in our history.

CAROLYN WEBER, Program Chairman.

CHORAL NOTES

Vacation is over! Beginning next Thursday, August 23, the Choral will resume their old schedule, 6:45-7:45 every Thursday evening. Songs will be simple so that more club members will feel they can participate. There will be at least four new members next Thursday, so don't be shy about coming. Dues are 50c a month.

The Choral accompanist, Merle Curington, has asked to be relieved until the first of the year. It is necessary for her to rest and build up some reserve energy. Ruth Shanly has kindly consented to be her substitute.

The Choral mourn the death of their beloved member, Holly Todd, who will be sincerely missed by all of us.

ELSIE MACLAREN.

HOW MANY ARE INTERESTED?

If you wish it, our club will join the Marathon Round Tables of 1934 for the discussion of the Cause and Cure of War. This Round Table will be a study group as there are certain requirements and certain books to be used. The cost for each Round Table is \$2.00, and if the individual wishes the books from which to study it will cost each \$2.00.

There are eleven groups of women sponsoring these Round Tables, among them being our National Business and Professional Women's Clubs.

If enough are interested, we will form one, but if enough of you are not interested, let's not start it.

Please advise me *immediately* if you will join this Round Table.

IDA M. REED.

R. C. A.

Theatre Assemblage at the opening of *Mary of Scotland*, with our Helen Gahagan—only sixty-four of us! It was the real theatre, like unto the other days, a stirring, historical play; interest never flagged. Murmurs of satisfaction filled the ether as we descended from the heights.

S'nice splash party Friday—small and wet! A warm evening favored us and we were glad to dip.

Sunday next—the 19th. Luncheon at Hotel Claremont. 12:40 Key Route Boat (it leaves on time). Luncheon 60c to 75c. After we have partaken, enjoyed the gardens and so on, we will ramble to the Greek Theatre for a half hour of music. A pleasant day *across the bay*.

GERTRUDE D. TUBBS,
Recreation Chairman.

AUG 17 1934

The Business Woman

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IN MEMORIAM—HOLLY TODD

Our Holly Todd died on Monday, August 6, at the home of her niece, Mrs. Evelyn Stephens, Los Angeles. She was buried from Gray's, San Francisco, on Friday, the 10th.

There were a few weeks of intense suffering, of bravery, of expectation, and then a sudden peaceful ending. A heart which had been strained beyond human endurance could stand no more. Within the last few years, Holly had lost a brother and a mother.

She leaves a devoted husband, who is ill, a niece who was loved as a daughter, and other relatives, besides her many friends in our club and in her business circle.

For the past several years, Holly was the official photographer of our club and a member of the Choral Section.

We shall miss Holly and her charming, lovable and loving personality, but the warmth of her spirit will be near and dear to all her friends until they, too, shall step beyond the human vision.

I. M. R.

PRIZE WINNERS AT THE LOW JINKS

PRETTIEST OLD-FASHIONED GIRL—Deborah Adams. The Francis Floral Co. sent Mrs. Adams her beautiful bouquet.

MOST AUTHENTIC COSTUME—Mrs. Catherine Dawn, who wore her own grandmother's dress and apron, a bonnet, fan and mitts worn at a party for President Grant in Covington, Kentucky, and an evening coat and shoes worn in San Francisco in 1876.

The prize for the most gorgeous regalia surely belonged to Mrs. Louise M. O'Hara. The headpiece of her Chinese costume was magnificent. And Elsie Maclaren, the bride, won the award for the daintiest costume. Hers was an exact replica of her grandmother's wedding gown. Lydia Floan's costume was complete in every detail of gown and head shawl. The skirt belonged to her own great grandmother, who wore it on her wedding day in far-off Norway.

A dozen or more awards were made to costumes of especial beauty and interest—Miss Elizabeth Mowder for the lovely blue gown, the Dutch outfit worn by Dr. Harriet Ward, Lydia Johnson with her carriage parasol, Vivian Yarbrough in the red cashmere dress from the trousseau of Miss Katherine Dain of Pittsburgh, Pennsylvania, the tandem bicycle duo of Margaret Torreyson and Jessie McKinney. Lillian Elias wore one of the most beautiful gowns, a costume worn by Josephine Weed's sister at a wedding. And to Mrs. Anita K. Mayer went the award for the best hat.

Then there were prizes for characterizations, first award going to Nan Lawrence as Dr. Mary Walker with Clotilde Grunsky second for the most clever performance. Dr. Susan Harris Hamilton's speech for temperance (she represented Frances Willard) won the first prize for speeches and her costume, by the way, was an exact copy of one worn at the graduation exercises of the San Jose State College in 1874. Margaret Bell came to the party as a suppressed desire, we think. She has decorated many an interior and when she chose to represent Carrie Nation, we believe the real truth came out. What a complete wreck she could make with that little hatchet!

Miss Netta Jones, with yards and yards of braids won the prize for longest hair and one of our new members, Miss Lucille Caesar, the award for the smallest waist.

It was a grand party. We especially liked Mrs. Merle E. Curington's piano accompaniments for the community singing, and do you realize there were two hundred fifty present with last minute reservations being turned away?

V. Y.

Miss Esther B. Phillips left Los Angeles on the last sailing of the United Fruit Company S.S. *Talamanca* for Manzanilla, where she is to take the trail for Mexico City. After a week or ten days in the capital, Miss Phillips is then to have a motor trip through the mountainous section of Mexico, visiting Cuernavaca and Acapulco.

If you are really anxious to take off pounds, and many of us are, you will find something of special interest in our advertising columns this week.

Another alluring advertisement is that of the Pacific Greyhound Lines. In all this wide, wide world there can be found nothing more beautiful than the Puget Sound country; in fact, all of the Pacific Northwest.

CLUB NOTES

By THELMA M. GAFFIGAN

Margaret Bell, together with her family, spent the week-end of August 5 at Skaggs Springs.

Latest addition to the ranks of "fallen women" is Florence C. Attridge, who had a really painful tumble while doing her daily dozen.

The club was well represented at Asilomar for the Bay District Conference, for besides Sylvia Kempton, Charlotte McClelland, Margaret Torreyson, and Ethel Johnstone, who are either officers or were on the program, Bertha Dale, Mary Baker, Ethel Maxwell, Marie Wilkening, and Mrs. Grebinar went along for fun.

Maude McLaughlin and her husband, Mr. Peter E. McLaughlin, spent a recent week-end in San Jose.

Cards have been received from Nell Palmer telling of her delightful trip in the Pacific Northwest. She was leaving Spokane for Lake Louise in the Canadian Rockies on August 5.

Sylvia Kempton has recently made a business trip to Marysville, and the prize business trip of all is that of Mrs. Minna Brown, who sailed August 11 on the *Lurline* for Honolulu. This is Mrs. Brown's first trip to the Islands and she will take her vacation before returning to the mainland.

Our Irene Bock entertained in her lovely apartment last week, having three of our members among those present, — Terese Forman, Matilda Schimpf, and Gertrude Tubbs.

Whilst Gurty was hob-nobbing with the Traffic Club Saturday afternoon, the 4th, an accommodating one jimmied some fifty-five dollars from her desk in her office, thirty-three of which was her vacation budget, the balance petty cash of her office. A pleasant surprise on Monday morning! Now wasn't that the meanest mean thing to happen to our generous Gurty?

A note from Mrs. Fern McGrath, who attended the summer session at the University of California, expressed her appreciation of THE BUSINESS WOMAN, though she was just summering across the bay. Such comments are heartily appreciated by the staff.

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ANOTHER BIG NIGHT has been chalked off on the calendar. We had the usual full house and happy evening on the 9th.

Everyone enjoyed the lovely candy furnished by Dr. Crockett. Later in the evening, tea and cake were served, the delicious cake being provided by Lillie Andersen.

ETHEL RAY.

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4th District, San Francisco

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

AUGUST 25, 1934

No. 33

Weekly Program



Coming Events

SEP 12 1934

- August 27—Civic Section, 7:30 P. M.
 August 28—Dramatic Section, 7:30 P. M.
 August 30—Choral Section, 6:45 P. M.
 August 30—Thursday Open House, 8 P. M.
 Dutch Whist Party.

Hostesses

Frances Eagan

Elizabeth Mowder Lucy Thompson

Allene Schuerbrock

Edith Nelson Gladys Smith

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC NOTES

The Dramatic Section had a most interesting and entertaining evening on August 14. We met with our most able Mrs. Hackett, who thinks her pupils are progressing so nicely that she is giving her class more intricate lessons.

Do you want to learn how to laugh? If so, come and join us. We are most happy to welcome as new members, Helen Goodwin, Lucille Caesar, Barbara Greene, Nancy Foster, and Mollie Gunn. May you enjoy this section as thoroughly as we enjoy having you as members.

JOSEPHINE RUDASILL.

CIVIC SECTION

Miss Naomi Hammond, chairman of the Civic Section, has announced another splendid program for August 27. We are to have an alphabetical evening! The many alphabetical arrangements under the New Deal will probably cause this period to be known as the alphabetical era. The Public Relations Committee of the section, of which Miss Ednah Butler is chairman, and Mrs. Hulda McGinn, Mrs. Lucia Steidel, Dr. Frieda Kruse, Mrs. Estelle Praeger, and Miss Lynn O'Brien are members, have decided that we should know something of the various governmental agencies and just what they are doing, or intend to do,—SERA, FERA, NRA, HOLC, AAA, and what have you. There is to be another galaxy of interesting speakers.

Miss Margaret Klemm, who has been sent here from Washington to do research work in connection with FERA, will tell us what that agency is attempting to do for business and professional women. Mrs. Leslie Ganyard, Executive Chairman of the Women's Division of the SERA, and who is a most interesting speaker, will tell us what has been accomplished thus far in her division of SERA. We are

fortunate, too, in having Leland Lazarus, Assistant Labor Compliance Officer of the NRA, who will talk on the present activities of that agency. And there are to be others. It is to be an evening replete with concise information on important topics for busy people in a busy day.

The meeting will begin promptly at 7:30 P. M. and will be under the direction of the Public Relations Committee.

ENTERTAINMENTS BY THE ROYALTY AND ROYAL ENTERTAINMENTS

The Queen cannot be a drone these days if she is to keep apace with the activities of her Ladies in Waiting, who are giving parties to the right of her and to the left of her, and elsewhere.

Miss Ida M. Reed entertained a select group of personages for dinner at her apartment on Saturday night, August 11.

Mrs. Daisy K. Prechtel invited members of the Royal Family to dine with her at the Stewart Hotel on Wednesday, the 15th. The evening was spent in chatting, music and fortune telling.

The guests of Mrs. W. B. Hamilton partook of a delicious and delightful luncheon at the Women's City Club on Saturday, the 18th inst.

An Italian dinner with all the trimmings was enjoyed with gusto by the guests of Mrs. Mae Barr Long at her home last Saturday evening.

At this writing the secret service of her Majesty has not been able to penetrate the mysterious atmosphere surrounding the "goings on" in Miss Jessie McKinney's apartment on the evening of Saturday, the 18th. Her Royal Highness prays that there will be no casualties and warns her subjects to beware, aware and wary, especially of the dog. 'Nuf sed.

CHARLOTTE F. McCLELLAND.

The Business Woman

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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R. C. A.

Sunday last—one of those lingering pleasures. A bit warmer than our "usual" weather, but on the porch of the old Claremont Hotel we basked and whiled away the restful moments. Luncheon just hit the spot—it is always thus at Claremont. To the cars we hied and at the Greek Theatre were refreshed with music.

No theatre offers are in the basket—perhaps next week.

We had a tea at the Mark—a bit back and it was s'nice—so, let's repeat on Saturday afternoon next, the 25th—meet at about ten to four in the lobby—Mark Hopkins Hotel—price 75c.

GERTRUDE D. TUBBS, Recreation Chairman.

TO OUR LOVING MEMBER HOLLY TODD

REQUEST

By ELEANOR GRAHAM

All you—who loved me well, when I am dead
Look on my quiet face that laughed the while
It lived. Restrain your tears and give instead
A gentle word, an understanding smile—
Oh! if you really love me, do not cry
To see me lying there, my laughter stilled—
Surely you know that I can never die—
I for whom every day is strangely filled
With some sweet happiness.
Gather me flowers, and pile them high
For me to come and see.
They will remind my spirit of the hours
Of joy I spent on earth—
Think of me free of life's pain, and you will find
your grief
Changed to an overwhelming sweet relief.
(Fondly contributed by her friend, Ada H. Braee.)

We need no longer look or feel dumb when others are playing CONTRACT. Jeannette McCurdy's advertisement in this issue tells why.

CONTRACT BRIDGE

LAST CALL! The advanced class have enrolled almost en masse, but we haven't heard from many of the other classes. Beginners, if you contemplate joining, please sign up as soon as possible so that a class may be formed for the first week in September.

CAROLINE BACHICH, Chairman Pro Tem,
HEmlock 7317.

CHORAL NOTES

The Choral accomplished a number of things at their first meeting after vacation. First of all, Mrs. LeRoy was welcomed back and she had any number of interesting things to tell about her long Eastern trip.

Much to the regret of the Choral, Mae Barr Long, who has been the section chairman for so many years, feels that she cannot give the best attention to her duties in this capacity as business will take her away from San Francisco for the next two months at least. Ida Rose Grebinar, an enthusiastic Choral booster, will finish the year as chairman.

Ruth Bell Shanly is another club member who has been hiding her light under a bushel. The Choral appreciates her willingness to substitute for Merle Curington, for she is an experienced accompanist.

The Choral found itself with three new members last week. A cordial invitation is extended for next Thursday to all club members who enjoy singing. An active year is planned for the Choral, and the more members, the merrier.

ELSIE MACLAREN.

AT ASILOMAR

Fifteen members of the San Francisco Club spent Saturday and Sunday, August 11 and 12, at Asilomar attending the summer conference of the Bay District. About one hundred and fifteen sat down to dinner Saturday evening, after which a program varied enough to suit the taste of all was given.

The panel discussion on unemployment insurance led by Louise Jolly gave us food for thought. Musical numbers by the Salinas club were cleverly rendered and the radio stunt by Monterey showing us how well-known stars perform before the mike was most amusing. The spring dance by the Salinas club beggars description; suffice it to say the costumes consisted of bathing suits and gauze and balloons but for full details ask Charlotte McClelland.

Sunday morning, fourteen round tables were held at which programs for the year were discussed and outlined. The afternoon session was devoted to a review of the National Board meeting by State President Mande E. Empey. The presidents of state federations attending were asked to bring back to their federations suggestions as to administration of scholarship funds, the following up of the person receiving scholarship aid, study of sweat shops and NRA labels in wearing apparel, sponsorship of contacts with service clubs and the suggestion that Business and Professional Women's clubs work with men's service clubs on civic projects, and the relation of the senior Business and Professional Women's clubs to the younger groups (Junior clubs). Adjournment was called at 3:30 and the trek homeward started.

MARGARET TORREYSON.

Miss Torreyson doesn't say so, but it took her from Sunday until Thursday evening to cover the one hundred some miles from Asilomar to San Francisco.—ED.

MESSAGE OF APPRECIATION FROM JACK TODD

My beloved wife, Holly Todd, was a member of the club and Choral for a number of years. The responsibility of the business and my long illness prevented her activity, but the club and the members held a dear place in her heart. I desire that each member who contributed to her last rites with her presence and flowers know how much I appreciate their loyalty and kindness.

JACK TODD.

BIRTHDAY CELEBRATION

From the gaiety and frivolity which prevailed among the fiery Lions of LEO and the Virtuous Virgins of VIRGO at their joint birthday celebration on the 16th, these signs must have come under some very good aspects about that time.

Such a pleasant evening as we had with Mr. Robert McOllister entertaining and enlightening us on the gentle (?) art of fencing, which he demonstrated with the aid of Miss Goodwin—and a charming little visitor from the Traffic Club, Miss Frances Ward, who read us the poetry of her Hula dances and then charmed us with her graceful interpretation of them.

Elizabeth Mowder generously contributed a club birthday gift and Rae Morrow a birthday cake, almost too beautiful to cut.

Such a lovely, friendly evening!

Oh, Birthdays! Where are thy stings?

P. S.: If you do not want a hilarious time, you had better not attend our open house event on August 30, which is to be a DUTCH WHIST PARTY.

THE BACKBONE OF THE NATION

A published interview with Cosmo Hamilton, the English playwright and novelist, who has spent a number of years in this country, yields many interesting comments on women who work and women he refers to as "parasites." He says:

"The women who work—the career women and the working girls—are the backbone of the nation. On them the hope and promise of the country's future depend. They are the only women who deserve a man's respect.

"For there is something about work itself which molds character. Something in having experienced life's ups and downs makes women more understanding of the struggle for one's daily bread.

"Business women make intelligent wives and bring worth-while citizens into the world. They are the real mothers of the future. It's far better for a woman to have outside interests than to be as helpless and useless as a lapdog. The level-headed, both-feet-on-the-ground business girl is one step ahead of them all—that single step that leads to happiness!"

—Bulletin No. 69, *National Affairs*.



Whether you are registered as Republican, Democrat or Progressive, CONGRESS-WOMAN KAHN'S name will appear on all three tickets.

Re-elect

FLORENCE P.

KAHN

TO CONGRESS

A SPECIAL INVITATION

The San Francisco Advertising Club invites the Business and Professional Women's Club to participate in a special luncheon meeting to be held in the Rose Bowl of the Palace Hotel on Friday, August 31.

At this time we are to present Dr. Dorothy Reed, head of the Sociology Department of the University of Kansas City. Dr. Reed made the keynote address before the Thirty-first Annual Convention of the Pacific Advertising Clubs' Association in Portland last month. Immediately upon conclusion of her inspiring address every person in the room arose and applauded her for fully sixty seconds. She was awarded the first honorary life membership in this association.

Dr. Reed is a Portland girl and is a graduate of Mills College, Oakland, holding many other degrees from various universities. She has served in the governmental social service in the Panama Canal Zone. For one year she studied social conditions in nine different European countries; she spent one highly interesting season at the head of a girls' camp in Norway. Her wonderful background, her three years' experience on the professional lecture platform, her direct and charming manner, her sincere and concise delivery, combine to make her one of the most interesting speakers ever to be offered to any group. Luncheon will be \$1.25 per person and reservations with Mrs. Burlingame.

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CLUB NOTES

THELMA M. GAFFIGAN

Miss Rose Bezek is back from a good rest in the mountains. Rose was the guest of her uncle at his ranch at Mokelumne Hill.

Miss Lorraine Graves is visiting friends in Los Angeles while on her vacation.

Mrs. Josephine Rudasill is having quite a varied vacation period. She just enjoyed a week-end at Salinas, planning the next one as guest of Dr. E. A. Fountaine, in San Jose, a former member of our club. On her return from San Jose, "Rudy" is driving up the Redwood highway with her mother and sister, making Lane's their headquarters. They hope to make a number of side trips.

Be not deceived. That handsome chap you saw escorting Rose O'Brien last week is her son. Lucky Rose!

Miss A. Almyra Duffey, not having had a vacation for four years, decided to take a real one this year, so she spent one week at Lake Tahoe and another at Eureka.

Mrs. Helen A. Doble has returned from a month's holiday at Portland and Lake Tahoe.

The members of the club, particularly the older ones, extend their sympathy to Mrs. Ethel Shelford Marshall and her sister in the passing of their father.

After a two months' eastern vacation, it is delightful to have with us again Mrs. Florence Drake LeRoy. Mrs. LeRoy made many excellent contacts while on her trip and looks as if her holiday had done her a world of good.

I want to thank Miss Vivian Yarbrough for covering for me last week while I was on my vacation in Fresno with my mother.

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From Lake Louise, Nell Palmer writes: "Just a word to say one of your eager readers is having the auto trip of her life, up here in the heart of the Rockies. Have been some 1500 miles and expect to go as much more. Hope to make Glacier National Park next week." The beauty of the card sent by Mrs. Palmer certainly gave us the proverbial itching feet.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

SEPTEMBER 1, 1934

No. 34

Weekly Program



Coming Events SEP 12

September 4—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

September 6—Choral Section, 6:45 P. M.

September 6—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Mabel Lepper

Sara Rosenberg

Vivian Yarbrough

Allene Schuerbrock

Daisy Denis

Helen F. Goodwin

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CHORAL NOTES

It looks as though Grebbie, the new Choral chairman, is out to win the prize she has offered to the one who brings in the largest number of members to the Choral. She now has twenty-one names on her list. If you wish to belong to the Choral, better let Grebbie know as soon as possible. Dues are fifty cents a month. Helen Goodwin, Mollie Gunn, Dorothy Ralston, and Ruth Shaw have already attended their first Choral meeting.

Mrs. LeRoy is directing the group in four delightful songs for the Choral's first program to be presented some time in October. If you would like to participate, then lose not another moment of rehearsal. Come out next Thursday, promptly at 6:45.

ELSIE MACLAREN.

CALIFORNIA FLOWER FESTIVAL

Sunday, September 16, is "San Francisco Day" at the California Flower Festival, Exposition Hall, Oakland. Flower lovers and all who enjoy the beauty of growing colorful things will have a special treat at this tenth annual show.

Look over this feature list and then plan to join the group who will leave via the S. P. Ferry at 1 P. M. on the 16th.

—Fifteen feature gardens, all sections of small gardens for small homes—and who doesn't want one?

—The first patented dahlia, the "Anna Ickes," grown by the Honorable Harold L. Ickes, Secretary of the Interior, Washington, D. C. Also the first patented gladiolus, created by Carl Salbach of Berkeley.

—Begonia Court, a mass of color. "Paseo de las Flores," after the world-famous street in Barcelona, Spain, the street of flowers, banked with roses, chrysanthemums, dahlias, gladiolus, delphiniums, gerbera, and a feature display of rare orchids.

The California Flower Festival will hold its official opening on Friday evening, September 14, when the Pepper Branch of the Children's Hospital Association will be hostesses and will also have charge of the sales of tickets for that night, the admission for which will be \$1.00. Admission any other time from the 15th to its close on the 19th will be 50c. To those who might use the Dumbarton and the San Mateo-Hayward bridges, a special round-trip bridge toll of \$1.00, regardless of the number of passengers, has been arranged. The Carquinez bridge has granted a half round-trip to patrons coming to the Flower Show. Pay the full toll coming and get a free ticket for the return. It will be necessary to purchase tickets in advance to get this low rate.

Tickets must be secured at the club office by members or friends attending the Flower Festival, in order that the club secure a percentage on the sale of the tickets.

GRACE K. ANDERSON.

R. C. A.

A Big Moment needs attention: "A Midsummer Night's Dream" will be presented at the War Memorial Opera House in San Francisco, October 1, 2, 3, 4, and 5; likewise at the Greek Theatre, in Berkeley, October 13 and 14. I have selected Saturday Night, October 13, for an enjoyment of this festival, having sent check to cover twenty reservations. Price One Dollar per seat—minimum. If you wouldst be one of us, let me have check for a dollar, at once.

Monday Night, September 10th, at the Curran Theatre, we will hence to attend "Men in White." Price 55c. Let me hear from you immediately, 'cause I'm "Goin' Fishin'."

GERTRUDE D. TUBBS, Recreation Chairman.

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BELATED ROYAL MESSAGES

Here are more Knowell flights into the higher strata of society, which should have appeared in last week's BUSINESS WOMAN. Details did not arrive in time for the censor to have her fling at them, hence the delay.

Her Honorable Highness, and First Lady in Waiting, Miss Sylvia Kempton, entertained at her home on the evening of August 18th. Her Ladyship says it was just a party at which Dutch Whist was played, but by wireless it has been reported that it was a right jolly affair.

Her Ladyship, Miss Elizabeth Adams, opened the doors of her most hospitable home on the evening of Friday, August 17, to a distinguished coterie. Old-fashioned games were entered into with much ensuing merriment, and a joyous evening passed all too quickly.

Miss Rose Bezek, our Lady with definite histrionic ability, regaled her guests on Thursday evening, the 16th, with a delicious Dutch Lunch. (It looks as though my subjects are going extremely foreign in their tastes. Something will have to be done about it.) Bridge was played, and during the evening much chafing was indulged in, and all "knowell" that they spent a delightful evening.

It gives her Royal Highness great pleasure to make honorable mention of three of her loyal subjects: Miss Lois Peckham sent in a generous check to Mrs. Daisy Prechtel, whose invitation she was unable to accept; Mrs. Ruth Lester Shanly and Miss Juliet Smith each sent a contribution to Miss Kempton with their regrets, and so the thoughtfulness and good will go on and on like ripples on the water. So be it!

CHARLOTTE F. McLELLAND.

Do not let the thought of the chill of fall disturb you. Just read the advertisement of Fred Benioff's and get out those old furs that need repairing or include the new furs in your budget.

CONTRACT BRIDGE

Due to the two holidays during the first part of September, the opening classes have definitely been postponed until Wednesday, September 12, and Friday, September 14. Remember the dates, and if you have not already made your reservation, do so at once.

Mrs. McCurdy is also organizing a class for Thursday evening between six and seven o'clock, so if anyone wishes to join this class, please telephone either the writer or Mrs. McCurdy, whose phone number is ORdway 9866. Members of this class need not be members of the club.

CAROLINE BACHICH, Secretary Pro Tem.

HEmlock 7317. (Evenings, Market 3698.)

IF YOU WERE LISTED among those missing at the Open House, August 23, you lost out on a delightfully homey evening.

Miss Helen Jackson, a member of the Pittsburgh, Pa., B. & P. W. C., was the center of an interested group; Anne Attridge generously provided delicious cake, and Edna Butler made a most gracious hostess until Margaret Bell and her coterie of hostesses arrived breathless and a trifle late. They had been at the cooking class of Prudence Penny, and while there had their pictures taken. MAUDE McLAUGHLIN.

REMEMBER THE SEPTEMBER BIRTHDAY PARTY ON THE 13TH.

WHAT IT MEANS TO BE A CONGRESSWOMAN

Club members and friends delighted to honor the Hon. Florence P. Kahn at one of the outstanding dinners of the year when, on August 21, Merrill Hall was filled with an enthusiastic group who heard their fellow member tell "What It Means to be a Congresswoman."

Mrs. Kahn said that it was particularly important now for everyone to take an active interest in national politics. "Times have changed," she said. "Formerly the Federal government was remote. Now it involves our daily lives. Before, the effort was to see not how many but how few powers could be given to the chief executive, while the past two years have seen an entirely different type of legislation with many powers concentrated in the hands of bureaus. Even relief has become a problem of the Federal government rather than of the state or the municipality. It rests with the voters whether or not the change shall be temporary or permanent," she stated.

Mrs. Kahn told of how members of the Congress usually spend the morning at their offices handling the correspondence, often voluminous, seeing visitors, and making calls to departments of the government for constituents. She also explained the procedure for handling legislation in the House.

That Mrs. Kahn is one whom many delight to call friend was shown by the roll call and the greetings following the meeting, while numbers took opportunity to express their allegiance to her in the primary and coming election.

Among those whom we do not often have the privilege of welcoming were Mrs. M. Virginia Himes, Mrs. Cecil Hamilton, Mrs. Effie Drew, Miss Blanche Wilson, Mrs. Mabel T. Johnson, Mrs. Hulda McGinn, Mrs. Mozelle Milliken, Mrs. A. F. Cosgrove, Miss Johanna Heim, and Mrs. Edith Bristol of the *Call-Bulletin*.

GRACE K. ANDERSON.

After several days of enforced rest, Mrs. Jeanette McCurdy is recovering and all set for those Contract Bridge classes.

ATTENTION, MEMBERS NEW AND OLD

With full days and busy evenings ahead, it is necessary for most of us to plan our time to the best advantage. As a club member, nothing will be more advantageous to you than saving the first Tuesday evening of each month for the business meeting.

Naturally you are interested in the functioning of your club or you would not be a member. Come and have a part. Many times we have heard old members who worked to make the San Francisco Business and Professional Women's Club the outstanding organization it is say that if they could attend but one event during the month it would be the business meeting.

Is the roll call monotonous or are the reports dull and uninteresting? Decidedly not. In fact, they are almost as entertaining as our recent *low jinks*.

So plan to attend our first fall business meeting next Tuesday, September 4. Dinner is served at 6:15 P. M., but if it is not convenient to sup with the crowd, drop in not later than 7:30 and you'll be glad you took our advice.

THANKS

In behalf of the many members who so kindly assisted me in contributing magazines for the boys at Alcatraz, I submit the following letter received:

"Although you already know from past correspondence of mine that both myself and the Alcatraz boys are eternally grateful to you for your kind interest in them, I do not wish to depart from Alcatraz without again expressing my grateful appreciation for all that you have done for us.

"One of the chief sources of recreation for the boys was necessarily reading, due to the fact that they had to spend so much of their time in their

cells. No individual has secured as many magazines for us as you have, and so I list you publicly as one of our great benefactors.

"I wish also at this time to say Aloha, as I leave for duty in Hawaii. I shall always retain most pleasant memories of my tour of duty in your lovely city, and I hope that I shall have the good fortune to serve here again in coming years.

"With all good wishes to yourself, and the prayer that God may bless you for your kind and unceasing interest in the poor boys at Alcatraz, I am

"Very gratefully yours,

(Signed) "EDMUND C. SLINEY,

"Major Chaplain, U. S. A."

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CLUB NOTES

THELMA M. GAFFIGAN

Miss Bertha J. Dale spent last week in the mountains.

Mrs. Anna S. Hunt spent the week-end at Santa Cruz, Carmel and Del Monte.

Mrs. Ida R. Grebinar also had a lovely trip to Santa Cruz, accompanied by her sister.

Through Miss Isabelle Banz we received greetings to all the members from Miss Winifred Kerr of South Bend, Kansas.

Miss Sylvia Kempton spoke over KJBS Sunday for the Florence P. Kahn for Congress campaign. Miss Margaret Torreyson covered the same theme on KJBS on Monday.

Mrs. Mabel T. Johnson, who is planning a trip East, will visit friends and relatives in Chicago, and may even go on to New York.

Miss Clara Brown has returned from a wonderful trip through the Yukon Territory of Alaska, taking the river boat to Dawson City. She also visited in Vancouver, Seattle, and Portland en route home.

We are happy to hear that Dr. Frieda Kruse is at home and will soon be with us at the club again.

The judges at our last dinner meeting, awarded Miss Rose Bezek the prize for having the best tan of the season.

Miss Mary Power had a reunion visit with Miss Margaret Duffy, a former member of our club, while in Cresecent City.

Miss Isabelle Banz is entertaining her sister, Mrs. Ralph Jones, and her two sons from Phoenix, Ariz.

Miss Josephine Clark spent a most pleasant three weeks at St. Helena.

Mrs. A. F. Cosgrove had the honor of acting as chairman of the Geary Merchants' Luncheon Club last Thursday, at which time she put on a beauty pageant.

A note from Clotilde Grunsky from Yachatas, Oregon, says that she is on a two weeks' business trip in Oregon. The best part of the letter, however, was to the effect that she would be back for September and hoped to see more of her old friends.

Miss Barbara Greene, who just returned from Camp Sacramento, Echo Lake, and Lake Tahoe, made several other trips through the Sierra Mountains around Camp Sacramento. Miss Greene, who is one of our newest members, says that from the first night when she came to our club as a guest, and at every meeting she has attended since, she has been welcomed with such friendliness that she cannot say enough for the hospitality of the B. & P. W. C. of San Francisco.

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Double your drinking water,

Treble your exercise,

Quadruple your laughter

So may'st thou live, till, like ripe fruit,

Thou drop into thy mother's lap.

MILTON.

SPEAKING OF TAXES—

A Western debtor, asked to pay a bill, responded thus:

"I wish to inform you that the present condition of my bank account makes it impossible for me to send you a check in response to your request. My present financial condition is due to the effects of Federal laws, State laws, County laws, Corporation laws, By-laws, Brother-in-laws, and Outlaws that have been foisted on an unsuspecting public. Through these various laws I have been held down, held up, walked on, sat on, flattened and squeezed, until I do not know where I am, or why I am.

"These laws compel me to pay a merchant's tax, capital stock tax, excess tax, income tax, real estate tax, property tax, auto tax, gas tax, water tax, light tax, cigar tax, street tax, school tax, syntax, and carpet tacks.

"In addition to these taxes, I am requested and required to contribute to every society and organization that the inventive mind of man can organize.

"The Government has so governed my business that I do not know who owns it. I am suspected, expected, inspected, disrespected, examined, re-examined, informed, required, commanded, and compelled until all I know is that I am supposed to provide an inexhaustible supply of money for every known need, desire or hope of the human race. Because I refuse to donate all and go out and beg, borrow, or steal money to give away, I am cursed and discussed, boycotted, talked to, talked about, held down and robbed until I am nearly ruined, so the only reason I am clinging to life is to see what — is coming next."—*Modern Merchant and Grocery World.*

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The Business Woman

SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc. SEP 12 1934

Vol. 11

SEPTEMBER 8, 1934

No. 35

Weekly Program



Coming Events

September 11—Dramatic Section, 7:30 P. M.
September 13—Choral Section, 6:45 P. M.
September 13—Thursday Open House, 8 P. M.
September Birthday Party.

Hostesses
Ida Grebinar

Susie Hicks	Elsie Maclaren
Madelon Saxon	Allene Schuerbrock
Josephine Rudasill	Lorraine Graves

SECTIONS

Book—Second Monday, 7:30 P. M.
Civic—Fourth Monday, 7:30 P. M.
Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ANOTHER OUTSTANDING PROGRAM

We are fortunate in securing as our speaker for our next dinner meeting, September 18, Esther A. Dayman, Dean of Students, Mills College. Many of us heard Miss Dayman while attending the state convention in Los Angeles last May and know the rare treat which lies before us.

CAROLYN WEBER, Program Chairman.

R. C. A.

Chairman—GONE FISHIN'.
Next activity—October!

ANNUAL FLOWER EVENT

Visitors to the tenth annual California Flower Festival will include both flower lovers and those who are interested in seeing one of the outstandingly beautiful events of the year. Viewed as a whole, or singling out some of the rare individual exhibits, the show will appeal to everyone who loves the beautiful. Amateur gardeners, large and small, will have the opportunity of asking any question as to the *How, When, Where and Why* of gardening from any one of the hundred trade exhibitors who will be at the Exposition Auditorium, Oakland, September 15 to 19, or for the preview September 14.

The feature of the California Flower Festival this year is "Small Gardens for Small Homes," and many delightful plans will be worked out in shrubs and flowers for home owners to view. Also, the business woman who has no time or opportunity for real gardening, but who simply has to have something growing in her apartment, may find suggestions for new plants, different arrangements, or learn how to make them grow more successfully.

Tickets may be secured by club members for themselves and friends from Mrs. Burlingame at the club office. These tickets are good for any time from the 15th to the end of the show. A group from the club will go over on San Francisco Day, September 16, leaving the Southern Pacific Ferry at one o'clock. Those planning to drive from the Peninsula should get their tickets in advance in order to get the reduced rates over the bridges.

POSTPONEMENT OF BOOK SECTION

Owing to the holiday which falls on September 10, the Book Section meeting has been postponed for one week. On Monday, September 17, we shall have an opportunity of hearing Mrs. Fern McGrath discussing *Psychology*. Program announcement will appear in THE BUSINESS WOMAN next week.

CORNELIA SEELEY.

DRAMATIC SECTION

The last meeting was spent in reading over one-act plays for our coming Fall production. Two plays have been chosen now, and the third will be read after Mrs. Hackett's class on September 11 and a decision made.

Mrs. Hackett will cast the two plays chosen at our next meeting, so we urge all members to be present.

If the Dramatic members will promise attendance, Mrs. Hackett's classes will continue without interruption, giving those who do not take active part in the plays the opportunity of participating in the section's activities.

THELMA M. GAFFIGAN.

GRACE K. ANDERSON

The Business Woman

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San Francisco

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BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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Second Vice-President..... Marion Morris
Recording Secretary..... Grayce Dempsey
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Rae Morrow..... Betty Walton

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House..... Elsie T. Monte
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Program..... Carolyn Weber
Reception..... Margaret Bell
Publicity..... Genevieve Allen
Ways and Means..... Marion Morris

CHAIRMAN OF COMMITTEES AND SECTIONS

Book..... Cornelia Seelye
Choral..... Mae Barr Long
Civic..... Naomi Hammond
Dramatic..... Josephine Rudasill
Events..... Gertrude D. Tubbs
Historian..... Nan G. Lawrence
Remembering..... Ida M. Reed
Sunshine..... Matilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

WANTED—CONTRIBUTIONS FOR “THE BUSINESS WOMAN”

In this issue you will see several contributions from members. Undoubtedly many of us come across beautiful thoughts or hear radio talks which we would like to share with others. Please remember THE BUSINESS WOMAN is the voice of the club and contributions are most earnestly desired. They will appear from time to time as space permits. May we hear from you?

CONTRACT CLASS

Last call! Classes will open for beginners, Wednesday, September 12, at 6:30, and the second class at 8. The Friday class will begin September 14 at 7:30. There are a few vacancies in each class, so there is still time to make your reservation.

CAROLINE BACHICH, Chairman Pro Tem.
Phone HEmlock 7317; or evenings, MARket 3698.

CHORAL SECTION

S O S S O S S O S

An emergency call comes from the Choral Section for a few more second sopranos and altos. These are needed to create the “perfect harmony” which the Choral hopes to achieve; so please do not delay, but notify “Greh-bie,” the new Choral chairman, at once and be on hand next Thursday evening promptly at 6:45.

GOOD NEWS

As we go to press, we learn that Z. Clements, who has been in the Franklin Hospital since last Friday as the result of a severe fall, has so far recovered that she will shortly return to her home in the Western Women's Club. The shock and bruises suffered at first indicated that Z's condition might be of an even more serious nature, hence this good news brings intense relief to her innumerable friends.

A SIMPLE PHILOSOPHY

(Lack of space has prevented our publishing the following which the former editor of THE BUSINESS WOMAN, Mrs. Ethel Maxwell, passed on to us and which we believe was contributed by Miss Bertha Dale. To Miss Dale, therefore, goes our sincere thanks for giving us the opportunity of publishing such a sane and beautiful philosophy.)

The quotation that follows is taken from a letter received by L. A. Ferguson, Jr., from a boyhood schoolmate who is now a Superior Court judge in California.

As a general rule, and quite naturally, personal correspondence is lacking in general interest and applicability. But this example is an exception and was offered to the *Round Table* for publication as being a ray of old-fashioned sunshine on a new-fashioned horizon.

“These times, with their rapid changes and many experiments in business, government and sociology, provide much food for thought and a fruitful source of conversation. . . .

“Doubtless some such complete change was necessary . . . and all because we have not learned the simple lessons of clean, honest, sober, moral, industrious, and unselfish living. One class is no better than another in this. Each tries to tell the other how to live. . . .

“I find that about the only philosophy which suits me is a very simple one. My greatest happiness comes from love, my wife and family, home, friends, nature, and things which God has provided for all of us alike. My work is a means to this end, and the work is my contribution to a society which preserves this happiness.

“I take it as a matter of course that there will be strife and a conflict of ideas in any society and do not grow particularly unhappy over it. If each of us meets his problems as they arise and attempts to solve them honestly, unselfishly, and to the best of his ability, the composite of effort should produce reasonable happiness, and so far as we know, that is about all there is to life.”

AN INTERESTING BROADCAST

(Many are the joys of the editor and nothing is more heartening than a contribution such as the following from Margery Shaffer. We like to feel that members realize THE BUSINESS WOMAN is theirs and that what interests them will likely interest others. We venture to believe that but few heard the broadcast and share with us our appreciation of Mrs. Shaffer's thoughtfulness.—EDITOR.)

I recently listened to a most interesting program over the radio, and, as it came at a time when few business women could listen, I thought perhaps you would use it some time when you have space.

The program centered around the Chinese Telephone Exchange in our own city.

The Exchange Building, at 743 Washington Street, is of Chinese architecture. The switchboards are of ebony and decorated in Chinese red and the gold dragons; the 19 operators being in native costume.

Loo Kum Chew founded the Exchange in 1894 and managed it until his death in 1926, at which time his son, Loo Kern, and daughter, Mrs. Chan, took over the Exchange—the son as manager and Mrs. Chan as the chief operator. There are 77,000 Chinese living in Chinatown and 2200 telephones in use. In China, there are only 2800 telephones, so you see San Francisco Chinese section has almost as many phones as the whole of China.

Three of the 19 operators have been in the employ of the Exchange, which is an office of the Pacific Telephone and Telegraph Co., for the past 25 years. It is most necessary for these operators to be educated and to speak the English language, as well as to be able to speak the six or seven Chinese dialects which are used over their trunk lines. They also have to memorize the subscriber's name, street address, and telephone number. This takes several months to accomplish with 2200 subscribers. The reason for this is that when the Chinese telephone their friends, they do not call the number as we do, but instead say: "I want to talk to Chong Ming Fong at 1060 Stockton Street," and the operator must be able to make the direct connection without stopping to look up the number.

In Chinese, the surname is always called first, viz.: Loo Kern in English would be Kern Loo. As we have so many Smiths, Browns, and Joneses in our telephone directory, the Chinese too have common names, the principal similarity being Chin, Lee, Chung, and Wong.

As we all know, the Chinese enjoy good food, and as the midnight hour draws nigh, they begin their social duties, serving delightful menus and entertaining their friends into the wee small hours. Others

prefer to just chat with their friends over the telephone, these conversations often lasting from around midnight to 3 or 4 in the morning. The busiest time at the Exchange is from 8 P. M. to 5 A. M. With few exceptions, the Chinese seldom begin their day before 11 A. M. or 12 noon.

The Chinese Telephone Directory is a 32-page book, arranged and hand-lettered by Sam Wong. Instead of using ink and paints as we know them, they take the cuttlefish of a sepia species that is found at Monterey, California, pulverize it, and mix this brown powder with sufficient water until it is a thick ink, then with a small brush the names, addresses, and telephone numbers are printed. Instead of the subscribers' names being in alphabetical order as our directory is assembled, theirs is arranged by streets, the most important street, Grant Avenue, coming first, and so on, viz.: "Grant Ave., 254, Wong Wai Chew, China 0148."

After Sam Wong has completed his directories, he then prepares the names alphabetically ready for the printers of the Pacific Telephone and Telegraph Co., to incorporate the Chinese subscribers with ours.

DUTCH WHIST PARTY

As promised, a hilarious time was given all who attended open house Thursday evening, August 30.

Under the leadership of our gracious hostess, Margaret Bell, and her corps of willing workers (garbed effectively as Little Dutch Girls through the efforts of Jessie McKinney, a snappy card party was managed, prizes awarded, and tea and — served to a capacity crowd.

So many contributed to the "good eats" that it all but turned out to be a Dutch treat party, too. What could be better than that coffee cake provided by Gertrude Tubbs, or the cake so generously supplied by Daisy Denis, Hazel Ramon, Claire Ingham and Ellen Robbins?

So many have birthdays in September that we do not just know how Margaret Bell and her hostesses will care for the crowd that will undoubtedly gather next Thursday when we shall hold our September birthday party, but leave that to Margaret.

GLADYS M. SMITH.

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SOROPTOMISTS ENTERTAIN

In honor of their president, Mrs. Grace Miller, Mrs. Flora Brisbane Briggs, and Mrs. Harriet P. Tyler, the Soroptomist Club entertained at a delightfully appointed dinner at the Sir Francis Drake, on August 28. Miss Sylvia Kempton represented the B. & P. W. Club, of which Mrs. Tyler is also a member. Mrs. Tyler has the distinction of being national secretary of the Soroptomist Club.

A WELCOME ECHO

A recent letter from Harriet B. Sterling, past president of the Pasadena Club, requests information regarding our Suppressed Desires party given last year. Miss Sterling concludes her letter by saying: "I enjoy your paper very much and always find something helpful in it."

As Elizabeth Adams was program chairman at the time we staged the *Suppressed Desires* party, we have given to her the honor of passing on the details of that very successful event, and, at the same time, thank Pasadena for their encouraging comment.

Miss Naomi Hammond is our latest member to write a very worthwhile article in the "What Women Are Thinking" column of the *San Francisco Chronicle*.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Gladys M. Smith is leaving for Chicago, September 8, returning by way of the Grand Canyon the end of the month. She will visit the Fair.

Miss Laura E. Gibbel is spending her vacation visiting in Los Angeles.

The double holiday over Labor Day was the incentive of a great number of trips taken by our members. Here are a few of them:

Miss Margaret Torreyson visited in Berkeley. Miss Elizabeth Mowder and Miss Susie Hicks both visited the State Fair in Sacramento. Miss Jessie McKinney went to San Leandro. Miss Anna Reidy visited with her family in San Jose. Mrs. Olive Chauvand divided her time between Berkeley and Woodland. Mrs. Mary Ryley went to Oakland. Miss Bertha Pierce to Carmel again. Mrs. Florence Capella and her sister to Los Gatos, and Misses Hazel and Stella Ramon to Soquel. Mrs. Louise Stivers visited her sister in Truckee, while Mrs. Daisy Denis and her sister drove to Monte Rio and the Russian River resorts.

Dr. Margaret Chung will speak on World Peace before the Credit Women's Breakfast Club at their next meeting, on September 12.

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POLITICS AS A CAREER

(As told by GENEVIEVE ALLEN)

At this season of the year when our thoughts are very definitely turned to politics, the following broadcast recently given by the Hon. Florence P. Kahn should carry with it unusual significance:

"In our country, politics has never been looked upon as a career for either men or women. In other countries, notably England, politics is as definitely a career as law, medicine, or engineering. With our government now touching every activity of our existence,—entering into our homes—regulating the price, the manufacture, the distribution of what we eat, wear, use,—of light and heat,—of power and water, it seems to me the time is ripe for politics to be taken up definitely and seriously as a career, to be prepared for as one prepares for any profession.

"The word *politics* frequently carries with it a sinister meaning, something to be avoided, ignored or disparaged. It is time we considered it in its true meaning. Politics is defined as the 'Science of Government,' and it is our responsibility to raise politics to the position it should occupy in the true meaning of the term.

"I hope it will not be long now before a definite demand will be made upon our colleges and universities for real courses in the science of government, where those who desire to really prepare themselves for an intelligent participation in the affairs of our nation can be trained. Politics is what we have made it. If there be criticism of politics as politics is recognized in this country today, we have only ourselves to blame. When we women have a dirty spot in our homes, do we avoid it, do we say, 'Oh! it's so dirty, let's not touch it'? We do not. We just set to work and not only clean it up, but keep it clean. This is where women can make politics a career. We can lay the foundation by the study first of our local institutions, what they mean, what they should do, and how they may better fulfill the functions for which they were created, then our national institutions. Take an active and aggressive part in everything that pertains to the community."

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Sundays at 4:30



Self
Lester Olsen

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

SEPTEMBER 15, 1934

No. 36

Weekly Program



Coming Events

SEP 26 1934

SECTIONS

September 17—Book Section, 7:30 P. M.

September 18—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Miss Esther Dayman.

September 20—Choral Section, 6:45 P. M.

September 20—Thursday, Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Lucile Cordrey Lillie E. Anderson

Margaret Brandt Pearl Parr

Irene Sheehan

Please make dinner reservations early at Club Rooms, Prospect 8347

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

EDUCATIONAL AND VOCATIONAL PROBLEMS OF THE WOMEN OF JAPAN

With Miss Esther A. Dayman, Dean of Students at Mills College, as honor guest and speaker, our September program dinner will be held at the Western Women's Club, Tuesday evening, the 18th.

Miss Dayman is herself a graduate of Mills College and was doing graduate work at Columbia University at the same time as Dr. Dorothy Reed, a recent speaker for the Advertising Club. She spoke briefly at the State Convention last May on the attitude of young people to our present economic situation as it confronts them when they leave school and college, and will touch on this subject again, though her dinner speech next Tuesday evening will mainly cover a trip she made to Japan this last summer in company with representatives from other Pacific Coast colleges. They went to Japan to study the vocational opportunities for Japanese women in their own country.

Our delegates to the State Convention are enthusiastic over Miss Dayman's witty treatment of her subject matter and this program dinner promises to be another of those events we can't any of us afford to miss.

BOOK SECTION

The BOOK SECTION will meet Monday evening, September 17, the change from our regular time being made necessary by the holiday.

Our own member, FERN McGRATH, is to be the speaker, her subject being *Psychology*. Mrs. McGrath is a real student in this field, and will give us

a "Year's Shelf of Books," a sampling of the kind of books published in the course of a year in psychology and related fields. She will tell us the meaning of psychology, explaining the place of applied psychology, child psychology, vocational guidance, etc., in our every-day living. Books will be mentioned giving the fundamentals of psychology in each classification and what the characteristics are that make a good, popular, scientific book; also how to judge certain books in studying this subject.

Here is an excellent opportunity for those interested in this vital subject to work out a program of reading, with the help of suggestions from one who is so thoroughly versed in current psychological literature.

Time will be given for discussion and questions following the talk. We are most fortunate in having Mrs. McGrath with us for the September meeting, and surely no one can afford to miss the evening of September 17.

CORNELIA SEELEY.

RESOLUTION

In accordance with the By-Laws, members are notified that a resolution is to be presented at the dinner meeting on Tuesday, September 18. This resolution will instruct the secretary to send a letter to Judge Sylvain J. Lazarus endorsing the application of our member, Marion Morris, for the position of official reporter in the Superior Court of San Francisco, in the event such appointment is to be made by him. There are at present no women reporters in the Superior Court here and you are urged to be present to express your views on the subject and to vote on the resolution.

GRAYCE DEMPSEY, Secretary.

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DIRECTORS

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Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

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except Saturdays

THE CLUB'S SYMPATHY

Three of our members have, during the past few days, suffered the loss of loved ones.

Mrs. Persia Briggs was called to Los Angeles on Labor Day on account of the sudden death of her brother.

Miss A. V. Bowyer's father passed away on September 6, after a brief illness; and on September 7, Dr. Phillis Bourne's husband, Mr. J. W. Bourne, died very suddenly.

The heartfelt sympathy of the club is extended to them in their sorrow.

WHAT'S WHAT IN ROYAL CIRCLES

Our very charming Lady in Waiting, Miss Mary H. Baker, entertained delightfully a select group of the Royal Family the last week in August. The evening was spent playing the fascinating game of contract bridge, and from all accounts it was a bewitching evening. Our ever-thoughtful Miss Lois Peckham has generously contributed five dollars to our Knowell fund.

All is hustle and bustle among the second group of Ladies of Knowell. Rumors are afloat that unique parties, large and small, are in the offing, promising all kinds of entertainment and fun.

It is the Queen's request that the Ladies advise her, as soon as practicable, the kind of party proposed, the date, and the names of the guests. Believe it or not, you are all registered, but not fingerprinted (as yet), and the Official Registrar desires to keep the records up to the minute as far as possible. Beware of disobeying Royal edicts.

(cheerio!)

Her Majesty the Queen,
CHARLOTTE F. McCLELLAND.

CALIFORNIA FLOWER FESTIVAL

Watch the newspapers for announcements about the California Flower Festival, which will be held at the Exposition Building in Oakland, September 15 to 19, with the preview September 14. There may be an added inducement in the way of reduced fares over the ferry for San Francisco Day, September 16.

The festival manager, Merrit A. Vinson, has just received word that Honolulu is sending flowers for exhibition at the show this year. These should be interesting to those who have been on the Islands and for those who hope to go there some day.

As we have announced before, tickets may be secured from Mrs. Burlingame at the club office for the nominal sum of 50 cents, part of which goes into the club coffers. These are good any time from the 15th to the end of the show. Those planning to drive from the Peninsula should get their tickets before so that they may be able to secure the reduced rates over the bridges.

With much hesitation we mention the fact that we are trying to take the place of Mrs. Tubbs on the trip for the 16th, but we'll try to tell you all we know about the flowers and everything over there.

And we shall have celebrities there, for Mayor Angelo J. Rossi, public officials and representatives of the Chamber of Commerce will be on hand for San Francisco Day.

We'll be seeing you, then, at the Southern Pacific Ferry at one o'clock on Sunday, the 16th. What more do we want!

But for those who cannot go on Sunday, Jessie McKinney and a group are planning to go on Saturday afternoon. Mrs. Burlingame can tell you about the time if you want to go all together. But regardless of when you can go, take time to go. You'll miss a grand show if you don't.

GRACE K. ANDERSON.

ADVERTISING NOTES—NEW ADVERTISEMENTS

In last week's issue we failed to comment on the advertisement of Anita K. Mayer, Corset Shop. We are endeavoring to run such ads as will definitely bring results and believe Mrs. Mayer's is no exception.

If you are dissatisfied with your present abode, why not investigate the advertisement of the Hotel Whitcomb? It may be the very thing you are seeking.

Edith Lucas, Milliner, recently of New York, has discovered the wisdom of advertising in THE BUSINESS WOMAN; and some of our members have discovered she can deliver the goods.

What is handier than a community drug store! Those living in the neighborhood of Twentieth and Taraval Streets will be glad to patronize the Caesar Drug Co. (Lucille Caesar). For further particulars see their ad.

Does a home down the Peninsula appeal to you? Then lose no time in connecting with the Royal Oak Lodge, San Mateo. What could be more ideal than a lovely garden, exclusive neighborhood, excellent food and only two blocks from the car line!

By patronizing these new advertisers as well as our old reliables, members and friends will soon discover that it "pays to advertise in THE BUSINESS WOMAN."

SECTIONS SECTIONS SECTIONS

Roughly divided, they are either cultural or social. Join two or three and **USE YOUR CLUB!** If your mind absolutely refuses to accept another scrap of useful information, go to the theater with Gertrude Tubbs or come to Margaret Bell's Thursday evening parties. Come to the program dinners; the speakers are always good. Swim on Wednesday evenings in the Western Women's Club pool.

In the Dramatic and Choral sections you must **DO SOMETHING YOURSELF.** This goes for bridge, too. But you can attend the Civic and Book Sections and not speak a word—if you can bear to keep quiet while everybody else is hollering. If your church does not entirely absorb your charitable efforts, Matilda Schimpf and Ida Reed can use you. Visit the Sections and then choose the one most attractive to you. **BOTH YOU AND THE CLUB WILL GAIN!**

CHORAL NOTES

While it has taken a little time to gain momentum after the long summer vacation, the Choral is steadily increasing in size. Three late vacationists, Edith Floyd, Josephine Rudasill, and Olga Dahl, returned last week.

More club members are invited to attend. The meetings are held in the club rooms in the hour before Open House every Thursday, and the dues are fifty cents a month. Alto voices are especially needed, but sopranos and seconds will be none the less welcome. It is not necessary to have a trained voice; if you like to sing and can read music, simply join the Choral and leave the rest to Mrs. LeRoy. You will receive a musical training that is well worth one hour a week.

The Choral's first concert of the year will be presented in November instead of October as planned at first. Four gay little songs have been decided upon and one or two more are still to be selected. Under Mrs. LeRoy's guidance, the new songs are progressing so nicely that when the Choral is ready to sing in public, it will not be an amateurish performance. There is still time for prospective Choralers to take part. Don't wish in November that you had joined in September.

ELSIE MACLAREN.

The medical student said to the well-known doctor: "And is it true, sir, that fish stimulates the brain?"

"Probably," replied the doctor, "but one thing is certain. Going fishing stimulates the imagination."

Dr. A. Reed
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YOU at **F. L. Heim & Son, Inc.**

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CLUB NOTES

THELMA M. GAFFIGAN

Lake Tahoe and Reno attracted many of our fair members over the holiday week-end. We received a card from Mrs. Louise O'Hara saying she might remain there a month; Mrs. Violet Neuenberg writes that she is "swimming, eating and loafing and enjoying all three"; Mrs. Etta P. Graff has just returned; Miss Elizabeth Dntot divided her time between the Lake, Reno, and Sacramento; Miss Ethel Johnstone was in Reno; Mrs. Daisy Prochtl took in both the Lake and Reno and says her name is still Prechtel.

Carmel and Santa Cruz came in for their share of pleasure seekers. Miss Florence Attridge met Miss Bessie Henderson on the street in Carmel, and Miss Henderson sends her greetings to the members; Mrs. Mae Barr Long and "Jack" are spending their vacation at Black Point and Santa Cruz. Miss Mae Cummings enjoyed her vacation spots in the Ben Lomond country, taking a trip to the Big Trees, Big Basin, and Santa Cruz; Mrs. Ida Grebinar was in Santa Cruz again!

Dr. Susan Harris Hamilton and her husband visited the Doctor's sister in Ukiah. Dr. Hamilton reports the swimming in Blue Lake excellent.

Mrs. Lucia Steidel and her daughter Frances are starting on a long motor trip to the Northwest by way of Lake Tahoe, the Mother Lode country, Clear Lake, Portland and back by the Roosevelt and Redwood Highways.

Miss Lilian Elias enjoyed a visit with friends at Larkspur.

What a get-together at Lake Orinda with Miss Ida Reed, Miss Ida Lord, Mrs. Hazel Dominick, and Mrs. Amanda Heuermann on hand!

Mrs. D. R. Withers motored to her ranch near Lodi and reports that in spite of the heat she had a nice rest.

Mrs. Mabel H. Pinger is at Little Traverse Bay, Petoskey, Michigan, and only wishes more of us were enjoying ourselves as she is at such a lovely spot.

Mrs. Carolyn Weber attended the Coast District Conference held in San Luis Obispo over the week-end.

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CLUB NOTES—Continued

At the Women's City Club Kiddie Party last week, our own Greb-bie won first prize as Buster Brown and lived up to the character by getting into all kinds of mischief. The prize was a big box of goodies that all "kids" like.

Miss Marion Morris and Mrs. Ethel Maxwell motored to the Yosemite Valley last week.

Miss Enaid C. Jones took in all the sights at the Sacramento Fair.

Mrs. Eva Smith Hackett is back from her summer home in Menlo Park, where she spent the greater part of her vacation.

Mr. and Mrs. Larry Gaffigan were in Fresno last week attending the semi-annual meeting of the Progressive Optical System.

Miss Glenn and Miss Gada, who left last June on an extensive fishing trip through Oregon, Washington and British Columbia, have just returned and recently called at the club rooms. These seasoned disciples of Izaak Walton have some thrilling tales to tell of how the fish succumbed to their artifices; and, best of all, these fish stories are true.

We have had some very interesting out-of-town guests in our club rooms recently: Miss Helen Jackson from Pittsburgh, Pa.; Miss Lena Krohn from Boise, Idaho; Miss Beatrice O. Warren from Bellingham, Wash.; Miss Effie Gracelon from Klamath Falls, Ore.; Misses Katie Langhead and Isaline M. Yule from Glendale; Miss Pauline Frances Schwarz, who is the president of her club in Salina, Kansas; Miss Rose E. Krier, president, and Mrs. Edna S. Barger and Mrs. Myrtle L. Cromer, officers, from Huntington Park.

A YOUNG THEORIST

Several members, including our president, heard Dr. Dorothy Reed speak on *What Is Social Justice?* at the Palace Hotel luncheon of the San Francisco Advertising Club on August 31. We do not happen to know any of the women members of the Economics departments at Mills or the University of California, but certainly there is no one quite like Dr. Reed in our club membership, though we have our share of distinguished social workers and educators. She is now head of the Sociology department of the University of Kansas City, but there seems to have been an interesting period during which she directed a girls' club in Norway and did social work for the government in the Canal Zone.

The expressed purpose of Dr. Reed's speech was to make us think and the material she so brilliantly presented surely did that.

VIVIAN YARBROUGH.

THURSDAY NIGHT, SEPTEMBER 6

Whew! I nearly lost the chance to write up this party! Someone threw my notes in the garbage. I can't find out who did it, but I have my suspicion of Nan Lawrence.

Well, anyway, I "dove" down the garbage can head first (Margaret Bell had hold of my heels) and rescued the details so that the rest of you may be envious of our good time.

I was surprised at so many being out (these business women cannot have anything to do) on a night following a holiday, but it was all right with me. Bridge claimed the attention of most of the crowd. That cute game, anagrams, coached by Elsie Melaren, intrigued me, even if everybody did conspire to steal all my words. Some things I'll never understand.

And more news, more news!!!! I'm a warble now. Yep! Joined up with Greb-bie and Miss Floyd. So you'll be hearing us over the radio in no time. But I'll not stand by Miss Floyd! No! She called me a school teacher. But better days are here. The palmist promised red-headed husbands to three of the girls. Would you mind paging Ethel Maxwell and Bertha Dale for me?

OLIVE CHAUVAUD.

The most lovable quality that any human can possess is tolerance. Tolerance is the vision that enables us to see things from another person's point of view. It is the generosity that concedes to others the right to their own opinions and their own peculiarities. It's the bigness that enables us to let people be happy in their own way instead of our way.—From *Our Tuberculous Children*.

Copies of the October number of *Camera Craft* will be of special interest to members as there will be published a picture taken by Johanna Heim, one of the prize winners in the recent contest.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

SEPTEMBER 29, 1934

No. 38

Weekly Program



Coming Events

October 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

October 4—Choral Section, 6:45 P. M.

October 4—Thursday Open House, 8 P. M.

Hostesses

Maude McLaughlin

Florence Hogan

Ethel Ray

Allene Schuerbrock

Barbara Greene

Claire Ingham

Anne Attridge

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

National and International Problems

The various committees appointed by Miss Naomi Hammond, chairman of the Civic Section, deserve in a great measure the praise and congratulations of the club for the splendid programs they have given this year. Our club quarters have been practically filled at each meeting and most interesting programs presented. Miss Hammond has announced a new committee on national and international problems, of which Mrs. Suzanne V. Bolles is chairman, and Ida Lord, Ida Reed, Polly Hatch, Barbara Green, and Molly Gunn are members. This committee will have the direction of the October and November meetings. Plan to save the fourth Monday in each month.

CHORAL NOTES

Something very nice happened for the Choral last week. One club member, who is considerably interested in the welfare and activities of the Choral, asked if she could join the group. She claims she cannot sing, but she could pay the dues and would like to offer her moral support. The Choral put their heads together and decided that she could not be an honorary member because honorary members do not pay dues, but she could be an associate member; so Associate Member Frances Effinger Raymond it is. She was unanimously and vociferously accepted by the Choral, and is the Choral glad to have her!

One of the newest club members, Pearl R. Parr, came, heard, and was conquered. Before the practice hour was over, she decided to become a regular Choraler and, best of all, she's an alto! Last Thursday was a lucky night for the Choral.

ELSIE MACLAREN.

AMERICAN-BORN JAPANESE

In Miss Dayman's talk at the last program dinner she brought out so forcibly that American-born Japanese—hybrids of culture, really—are not very welcome in their home land. There doesn't seem to be a place for them. Often they are ashamed of Japanese customs and for the most part have acquired only a superficial veneer of American education and culture and have lost the best that Japanese tradition and love of beauty could have given them.

Dr. Dorothy Reed brought out the same thought in telling of an American-trained Norwegian girl who had returned to her native land after five or ten years in the poorer districts of New York. Piti-ful caricatures of what they think is an American.

VIVIAN YARBROUGH.

LET'S GO!

The San Jose Business and Professional Women's Club extends a cordial invitation to an advertising luncheon, for the benefit of our Friendship Fund, on Sunday, September 30, at Montalvo, the home of the late Senator Phelan, near Saratoga.

Come early and be prepared to spend the day. Bring your knitting or cards or whatever you like.

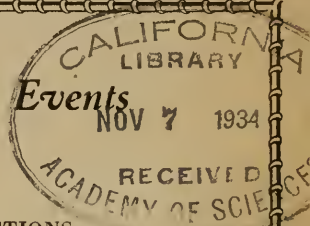
Luncheon will be served at 1:00 o'clock. Fifty cents a plate.

Reservations with Mrs. Burlingame, not later than Thursday, September 29.

(To reach Montalvo, go by way of Los Altos or San Jose to Saratoga and turn on the road to Los Gatos. Montalvo is plainly marked with the name and two animals in bronze stand guard. It is on the right-hand side going toward Los Gatos.)

SEP 29 1934

SPECIAL COLLECTION



The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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Office Hours from 11 a. m. to 4 p. m.
except Saturdays

PROBLEMS OF JAPANESE WOMEN AS SEEN BY MISS ESTHER DAYMAN

Miss Esther A. Dayman lived up to our expectations in the address she made after dinner, Tuesday, the 18th. Her trip to Japan was a short one, made for a specific purpose, and in her speech she left untouched the usual things that excite the tourist's attention and interest, because, as she explained, she hadn't had time to see them.

Miss Dayman's talk covered the economic condition and education of the women of Japan. It seems that Japanese authorities were anxious that women representatives of American educational institutions (Miss Dayman was one of a group of eight invited to Japan from the Pacific Coast) should better understand the background into which American-born Japanese girls must go. Second, Japanese educators wished our people to become better acquainted with Japanese culture in general, and third, they wanted these deans of women students in our Pacific Coast colleges to be posted on how best to assist Japanese women in selecting the proper program of study in American schools. Miss Dayman seems to have accomplished her mission very well, because her talk indicated a sympathetic understanding of Japanese problems. In her little pictorial scenes of the life and character of Japanese school children, she showed a delightful sense of humor which everyone enjoyed.

OLIVE CHAUVAUD.

OUR MEMBER, MRS. SOPHIE ROOT of Burlingame, spoke before the California Historical Society luncheon at the Sir Francis Drake Hotel on September 18, her subject being *Bret Harte*. Mrs. Root is particularly well qualified to speak on this subject as she is the daughter of Colonel S. G. Whipple, who was editor and proprietor of the *Northern Californian*, published at Union (now Arcata) in 1859 and 1860, at the time Bret Harte was employed thereon as printer, reporter, and, during the Colonel's absence, editor.

RED CROSS LUNCHEON SEPTEMBER 28

Arrangements are being made to hold a luncheon at 12:00 o'clock noon, September 28, in the Colonial Ballroom of the St. Francis Hotel, honoring Judge John Barton Payne, chairman of the American National Red Cross.

This is Judge Payne's first visit to this Coast in his Red Cross capacity. Members of the Central Committee and of the Board of Incorporators of the American National Red Cross, together with city and state officials, will be present to greet him.

We extend an invitation to your club to delegate several of its members to attend this luncheon. The luncheon will be served at \$1.25 per plate.

Reservations with Mrs. Burlingame.

THURSDAY NIGHT, SEPTEMBER 20

Another grand night added to our list of delightful Thursdays! And did we have fun! Ask anyone who was present.

Our devotees to the game of bridge were there in goodly numbers. Occasionally one of them, attracted by jolly laughter, would wander to the table where we were playing Graph-O-Logs (a character-reading game), the gift of our Editor, Nan G. Lawrence. If you haven't tried it, do so next Thursday night; it's great fun.

Later in the evening, we partook of the delicious cakes of Dr. Crockett and Matilda Schimpf and refreshing tea brewed by our Allene Schuerbrock. Later there was a great demand for tea leaves so that fortunes could be read.

As per custom of Committee No. 6, Margery E. Shaffer graciously presided at the tea table. And, girls, is Committee No. 6 proud? We should be—we were 100% present. Isn't that a record? Margaret Bell, attention!

Mrs. Ruth Dearth, one of our new members, was present. Welcome!

To those of our members who do not attend our Thursday nights—come and see what happy times we have. Be one of the *Thursday nighters*.

LUCILE H. CORDREY.

MORE NEW ADVERTISERS

An old advertiser has returned to the advertising columns of *THE BUSINESS WOMAN*. See if you can find her *ad*, for she has something of inestimable value to you.

Did you know that Olga Dahl, who has recently acquired the negatives and equipment of the Holly Todd Studio, is a commercial photographer? We hate to admit it, but we had forgotten. It will be well worth remembering next time you require anything in that line.

Not to be outdone by her husband, Mr. Z. Tatarian of Chino-Persian Rug Cleaning Co., who advertised in *THE BUSINESS WOMAN* all last summer, Mrs. Bright Tatarian, a new member, is now advertising a beautiful and reasonable line of imported linens, laces, and handkerchiefs.

New room . . . new furnishings . . . new equipment . . . new telephone . . . in fact, everything of the newest and most modern type. Drop in and see for yourself, that is, if your vision permits. If it does not, well, leave that to Dr. Morrow. And did you know she is optometrist for the Board of Health?

P. S.: For all advertisements, see advertising columns.

It pays to advertise in *THE BUSINESS WOMAN*.

FLOWERS TO THE LIVING

It is so easy to eulogize after a person of renown, dear relative, friend or neighbor has passed into the great beyond, so I am asking our entire membership to join in sending a tribute to a world-famed writer and poetess, Mrs. Rose Hartwick Thorpe, 361 Fourth Avenue, San Diego, California.

It was my extreme pleasure, not so long ago, to spend an entire day with Mrs. Thorpe, and a very happy memory it is and always will be. Her keen sense of seeing the beauties of nature and expressing her thoughts into direct, comprehensible verse nothing short of a God-given talent. I hardly know where to begin or what to eliminate, due to lack of space, as her biography is one so full of trials, experiences, joys, and sorrows.

Rose Hartwick Thorpe was born July 18, 1849, at Ishawaka, Indiana, where she lived until about ten years of age. Her family then moved to Kansas and little later to Litchfield, Michigan. During these years her father had met with business reverses and anxieties were at a premium. Rose's only books in those days were the Bible, a small dictionary, and her school reader. Finances not permitting the purchase of books or periodicals, she visited her neighbors regularly, borrowing whatever they possessed. At the age of 11 years, she wrote poetry about her dolls and she would recite to them. She was always ready to exercise her talent, many times neglecting her school studies to write verses upon her slate. On her fifteenth birthday she was given a copy of Byron's poems; this book stimulated her poetic instincts. She read and re-read every line until, with her keen and deep emotion, she became the individual characters.

A neighbor, Dr. Coston, subscribed to *Peterson's Magazine*, one of the few periodicals of that day, and Rose was allowed to borrow each month's issue as soon as the family had finished reading it. Through the pages of the issue of September, 1865, she read the story entitled *Love and Loyalty*, and it is this story that prompted the writing of her memorable poem, *Curfew Must Not Ring Tonight*.

Recalling our school days, nearly everyone of us either read or has heard of this poem. At the time, how little we realized that it was written by a child of 16 years of age. No one dreamed then of the fame in store for this young girl. During the years, Mrs. Thorpe has contributed much to literature, from short stories and verses to twelve serials for young people. Her activities in literary, club, civic, and home circles were many before increasing years brought retirement from public life. In 1883 she received the honorary degree of Master of Arts from one of the oldest educational institutions of Michi-

gan; she is a charter member and past president of the Writers' Club of San Diego, and many honors, both at home and abroad, have been conferred upon her and deeply appreciated.

Before closing, I want to mention a tribute paid to her this summer by her old home of Litchfield, Michigan. The town held a three-day home-coming celebration in honor of its 100th birthday and of her eighty-fifth birthday. They invited her to attend, offering to defray her expenses by rail or aeroplane, but unfortunately Mrs. Thorpe was not equal to the trip. The middle day of the three was Rose Hartwick Thorpe Day and the bell in their Memorial Bell Tower pealed 100 times for the city and 85 times for her.

I have a copy of Rose Hartwick Thorpe's Biography; a facsimile of the original story, *Love and Loyalty*; her poem, *Curfew Must Not Ring Tonight*, and other beautiful poems compiled by the late George Wharton James, which I shall be pleased to lend to any members to read.

Greetings and best wishes to you, Rose Hartwick Thorpe, from the members of the Business and Professional Women's Club of San Francisco, Inc.

MARGERY SHAFFER.

FOR DAYS WE HAVE KNOWN that something was astir and now it is out! Mrs. Frances Raymond has been elected first honorary member of the Choral! Just how it happened we don't know, for Mrs. Raymond contends she can't sing. The only kind of notes she can read are those relics of the past issued now and then by the Federal Reserve. We understand her rendition of the "Merry Widow" won her the exalted position. Frances has been in a quandary, too, wondering what she was going to do with the Choral. However, she solved it with a generous *bank note* and the whole club, as well as the Choral, is singing "Hallelujah." We might add that if any of the members desire her to "solo" for them, they must not ask for an encore, as the "Merry Widow" constitutes her repertoire. For further particulars see Elsie Maclaren's Choral Notes.

At the annual business meeting of the Western Women's Club, Mrs. Carolyn Weber was elected to the directorate of that organization.

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CLUB NOTES

THELMA M. GAFFIGAN

Miss Nan Lawrence is spending this week-end with her friends, Mr. and Mrs. J. W. Milner, of San Rafael.

Mrs. Carolyn Weber has been invited to be one of the principal speakers at the Redwood Empire District Conference to be held in Santa Rosa. Her topic will be based on *Harvest*, the theme of the conference.

Dr. Susan Harris Hamilton attended the wedding of her niece in Benicia last week.

Mrs. Hazel Jacoby, who is confined to her home through illness, is getting along nicely, but does not know when she will be able to resume her business activities.

Mrs. Rose O'Brien attended the San Francisco Rotary Club golf tournament at Del Monte and came home with the second prize, a fine pair of binoculars.

A number of out-of-town guests called at the club rooms last week: Mrs. Mande Gause, a member of the B. & P. W. Club of Crescent City; Miss Mabel A. Cameron, Victoria, B. C.; Mrs. Ida H. Brown, Ukiah; and Miss Helen Goodrich, New York City.

Two new members attended the club dinner for their first time, Miss Mary Genevieve MacAleer and Miss Jean L. Thomson, while our old member, Miss Bessie Henderson from Carmel, arranged her time in San Francisco so she could also attend the dinner.

Miss Netta Jones has just returned from a lovely rest and most enjoyable stay at Brookdale Lodge.

Mrs. Flora Holford wrote from Sacramento that she is en route to Seattle.

Mrs. Laura Clough has just returned from the south.

Margaret Bell enjoyed a week's vacation at Blue Lake.

The five-day table-setting tournament waged last week at the Emporium ended with Miss Gladys Bennett, our member, pulling down the grand prize. Miss Bennett represented the Western Women's Club, of which she is professional dining room manager. A bride's breakfast table award decided the contest. Congratulations!

Saturday, September 15, Miss Margaret J. Lewis and Miss Lillie Kuck journeyed down the peninsula to attend the meeting of the B. & P. W. Club given at Miss Harker's School, Palo Alto. An excellent buffet supper was served on the lawn, after which games were played in the gymnasium. The chairman was wide awake and kept all present moving. The members and several of the visitors wore old-style clothes. Delightful luncheons, we understand, are served every Saturday from 11:30 to 1 o'clock at their Palo Alto club rooms.

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FROM MRS. PHOEBE WRAMP, teacher in the Jean Parker school, we learned of a tragedy which befell a Chinese home two weeks ago. Two little lads brothers, one of them a pupil in Mrs. Wramp's class, were innocently walking near the foot of Hyde Street when a runaway car sped down the steep incline and crushed out their lives, precious to a poor distracted father and mother who have but three out of a brood of eleven, left. Sympathetic school children collected money for Mrs. Wramp to buy flowers and the wholesale flower merchants generously contributed many more. Then some kind policemen added enough for two blankets of flowers to cover the little caskets that this mother's sons might be laid away as she would wish. Not very practical you may say, yet the mother's heart was overflowing with pride. Without means to even meet the attendant expense, what of the future of those left ... And the world goes on.

CHANGE OF ADDRESS

Mrs. Fern McGrath, 2264 Green Street, Apartment 2, Walnut 9371.

Owing to a severe cold, Miss Sylvia Kempton was unable to attend our last dinner meeting. Needless to say, she was greatly missed by all. In her absence, Miss Margaret Torreyson, vice-president, graciously presided. Sylvia has been recuperating in the Mother Lode country during the past week.

A young man asked dad for a simple explanation of inflation and also of the Einstein theory, to take to school.

"All right," said dad, "I'll begin with the Einstein theory; that's the easiest." — *Coast Credit Comments.*

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

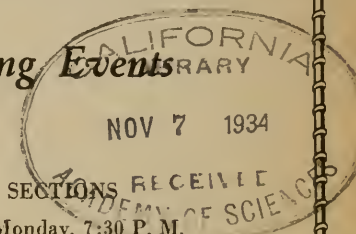
OCTOBER 20, 1934

No. 41

Weekly Program



Coming Events



October 22—Civic Section, 7:30 P. M.
Speaker, John C. McGlade.
October 23—Dramatic Section, 7:30 P. M.
October 25—Choral Section, 6:45 P. M.
October 25—Thursday Open House, 8 P. M.
Hallowe'en Party.

Hostesses
Ida Grebinar

Susie Hicks Elsie Maclaren
Allene Schuerbrock Madelon Saxon
Loraine Graves Josephine Rudasill

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

Mr. John C. McGlade, Deputy Superintendent of San Francisco Public Schools, is to be principal speaker on the International program of the Civic Section of the Business and Professional Women's Club at the meeting Monday evening, October 22. Dr. McGlade was abroad this summer and Mrs. Suzanne V. Bolles, chairman of the Committee on National and International Problems, has asked him to talk to the Section about the youth of Germany and the progress of re-armament in that country.

With the critical condition existing in Europe today, undoubtedly all who can will avail themselves of the opportunity of hearing Mr. McGlade.

Miss Polly Hatch, a member of Mrs. Bolles' committee, is to be congratulated on securing so eminent an authority.

CHORAL NOTES

The Choral has accepted the invitation to sing at the Service Club joint dinner on Saturday evening, November 3, at the Bay District conference in Berkeley. The ten-minute program will consist of three or four of the songs which have been sung successfully for this club and over the radio, and if you want to hear the nice work our Choral has been doing lately, you'd better plan to journey over to Berkeley on November 3.

Rev. William Staub, brother of Choraler Grace Staub, has been transferred to a church in Menlo Park and he has already extended an invitation to the Choral to sing for his new church at Christmas time. Christmas would not be Christmas for the Choral without singing for Mr. Staub, so just as soon as Dramatic Night is over, a Christmas program will be arranged. Instead of the usual cantata, it is probable that a number of songs appropriate for that season of the year will be selected.

ELSIE MACLAREN.

DISTRICT MEETING

The following invitation comes from Grace Patty, president of the Berkeley Club:

"Berkeley Club will be hostess to the Bay District clubs at the District Conference on November 3 and 4. All meetings will be held in Hotel White-cotton, Shattuck Avenue at Allston. Registration fee is 25 cents. Saturday night we are planning a joint dinner meeting with the men's service clubs. Mr. Chas. D. Heywood, Past District Governor of Rotary, will talk to us about *Service Clubs*. Dinner at 6:30 P. M. Price \$1.00, tax included. On Sunday the general session will start at 10 A. M., Florence Stahl presiding.

"At luncheon, on Sunday, we will have the pleasure of hearing Dr. Elene de Laurentiis, who is doing graduate work at the University. Dr. Laurentiis is a member of the International Federation of Business and Professional Women's Clubs and has a message for us from far-off Italy. Luncheon at 1 P. M. Price 75 cents, tax included. The Berkeley Club is looking forward to welcoming you on this occasion.

"Very sincerely,

"GRACE PATTY, President."

Reservations for dinner and luncheon should be with Mrs. Burlingame *not later than* October 26.

ONE MORN AT SEVEN

As told by LILLIAN B. CONNELLY of the
Chronicle Staff

A jangling of the alarm clock at crack of dawn! A space of forgetfulness! Another jangle and shrieks from the family zoo at being awakened before good little birds should! A miserable wondering why the ——— one accepted that invitation of Grace Anderson to be at the Flower Market at seven. Why not be one's age, anyway? This playing golf two days a week at sun-up and fool trips

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Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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except Saturdays

to see San Francisco receive its share of blossoms from the hinterlands — why should anybody over sixteen attempt it?

A snatching for the towel and soap and toothbrush. Why wouldn't that pesky shower turn on? More misery in donning hat and coat and tother things! Skating with eyes shut down the hill to fall half an hour late on the car filled with other fools who couldn't appreciate a cozy bed and stay in it until a respectable hour! A gnawing at the tummy base for coffee and ———. Arrival at the *Chronicle* corner to find the rest of the party gone. Of course they would be on time! A rush across the street to the market with cops and taxi men handing out directions. And then Grace Anderson, the other miserable five, and the Market!

Blossoms, here, there and everywhere in such profusion, color, and size! 'Mums of every kind, stalks of a glorious shade and unheard of size! Sweet peas, roses, dahlias, asters, sweet mignonette, and all the rest of the gay flower family dewy and fresh and wide-eyed! A babble of tongues! Old Chinese peddlers, shiny monogrammed autos from the exclusive florists' shops, plain delivery wagons, wholesalers, retailers, all confused in a jargon of sounds and color!

Was it worth the agony of getting up? Across the cozy tables at Foster & O'Rear's we all decided it was. With every sip of the coffee and munching of the hot buttered toast and what have you, we said so. Each of us carried away a corsage four feet in height, mums in white and gold and henna, and memories of this visit to a market only approached in this country by one in Boston and only overtopped perhaps by Covent Garden in London. Knowell parties? Early rising or not, they seem a good idea!

If you are a second soprano or alto, Greb-lie will greatly appreciate your assistance. The Choral needs YOU.

DRAMATIC NOTES

We are most happy to report that Mrs. Hackett is doing very well and will be with us soon. Members of the Dramatic Section send her their best wishes and want her to know they miss her.

Our rehearsals for the three plays to be presented November 14 are being whipped into shape by Mrs. Hackett's most able assistant, Elizabeth Goudy.

We are very fortunate to have as a coach during Mrs. Hackett's absence a lady with such pleasing personality, capability, and efficiency.

It is indeed a pleasure to work with Elizabeth Goudy.

JOSEPHINE RUDASILL.

OCTOBER BIRTHDAY PARTY

How gently and serenely does time as marked by birthdays rest upon the heads of our October friends, Mrs. Charlotte F. McClelland, Mrs. Ida Rose Greblar (Greb-bie), and Mrs. Mary Ryley! May time deal as gently with all of us!

Present at the birthday table was Miss Florence E. Stieler of New York, formerly of Shreveport, La., who says she likes us. Who wouldn't? Our songbird, Helen Goodwin, sang *Irish Eyes* so beautifully, and Mr. Gaffigan, whom we all like, accompanied her . . . a wonderful birthday party, which we all enjoyed! Belle Banz and Gladys Smith contributed beautiful birthday cakes and Charlotte McClelland, whose *real* birthday it was, sent delicious sandwiches. I like birthdays. Don't you?

C. A. C.

We're going to have a real spooky Hallowe'en party on the 25th, with all kinds of fortune telling, and our versatile Olive Chauvaud will appear in a series of gypsy dances. BE SURE TO COME.

DR. HAMILTON'S KNOWELL PARTY

Bathing Beauties, Shades of Youth, the Gay Nineties, India, Hawaii, the Navy were all represented at the Knowell Party given by Dr. Susan Harris Hamilton at her home on Saturday evening, October 6.

The gay throng, consisting of Mary Solari, Elizabeth Dutot, Mary Mooney, Louise O'Hara, Rae Morrow, Callie Bachich, Belle Simmons, Jessie Scott, Anita Harris Ludwig, Daisy Prechtel, Bertha Dale, Lucy Thompson, Charlotte McClelland, Helen Benioff, and Julia Robb were met at the door by our jovial hostess in a darling pink organdie dress which draped from the shoulders, and her hair was topped with a large Mary Jane bow. One would have to be an eye witness to appreciate the costumes, so we shall not try to describe them. However, when we "dress up" we can always place ourselves in our assumed character, forget our dignity and have a dandy good time; and this everyone did. We were served a delicious dinner by our hostess—we were true disciples of Epicurus, because we did not tear ourselves away from the dinner table until after ten o'clock. Then the balance of the evening was spent in song, dance, and games. Yes, we even had a Virginia Reel and a real Hawaiian Hula in native costume. We say "Thank you" to our hostess for a truly enjoyable evening.

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R. C. A.

In the yesterdays one of the most scenic trolley trips in all the world was via Car No. 1, circling the cliffs between Land's End. Nature in a temper wrecked portions of the roadbed; patronage being slender, rehabilitation was never accomplished. However, in recompense, one of the alphabetical combinations has now created a splendid wide road, for footers only; thusly, on Sunday last we rambled about thereon, and how we did enjoy that unequalled panorama; precipitous heights on the left, indigo blue waters to the right—a day just made for the R. C. A. Later, we were guests—paying ones—at mid-day breakfast at the Sherman Home; the gardenings, the furnishings, the hospitality extended to all of us, caused a preening with pride—we felt Queen Marys on parade!

Climax—the second! *Midsummer Night's Dream*—one night of glory! Left on the 5 o'clock Key Boat to dine at the Durant Hotel in Berkeley—a festive spirit possessed us. Our Nan Lawrence's sister, Mrs. Cameron (a resident of the hotel) did her utmost to add to our pleasure. Located two wee blocks from the Faculty Glade, we soon were in the world of fantasy. What a flash for a movie, as the multitude went forth, torch-lit, from the Glade to the Greek Theatre, joyous and enthralled. There were twenty in our party and as we wended homeward, it was a slow descent to earth.

For the Morrow: *The Mikado*—Curran Theatre—the 22nd of October—price 55c.

Sunday—the 28th: Another day of saunter in our city—details later.

GERTRUDE D. TUBBS, Recreation Chairman.

REDWOOD EMPIRE DISTRICT CONFERENCE

On October 6 and 7, at the Occidental Hotel, Santa Rosa, the Redwood Empire District No. 7 held a very enjoyable meeting.

The district comprises the following clubs: Crescent City, Santa Rosa, Vallejo, Eureka, Sebastopol, Marin County, and Napa.

Santa Rosa, as the hostess club, entertained charmingly and a genuine friendliness of all the clubs present pervaded throughout the entire session. Harvest was the theme.

Saturday evening a harvest dinner was served in the dining room of the Hotel Occidental. Mrs. Estelle C. Close of the Santa Rosa Club presided. The address of welcome to Santa Rosa was given by the youthful and charming president, Miss Margaret Walk. Mrs. Dora Brent of the Napa Club and president of the district made the response. Dr. Mariana Bertola, of San Francisco, gave an informative as

well as interesting address on *Institutions of California*.

The board of directors held its meeting Sunday morning in the private dining room of the hotel, while the other members and guests enjoyed an informal breakfast, after which round table discussions were held and reported at the general assembly meeting prior to the luncheon.

At the Sunday luncheon, Mrs. Mae Pettingill, of the Eureka Club, and vice-president of the district, presided. Our own Carolyn Weber was speaker of the day and in her usual charming manner gave an interesting, constructive talk, full of inspiration and apropos to the theme. The Sebastopol Club entertained with an amusing operetta. Mrs. Anthony of the Eureka Club and her husband furnished all the music.

After the Saturday evening session, all were invited to a frolic given by the Lions' Club for the benefit of the New Santa Rosa Park, after which and until the wee small hours, tea was served by one of the members, with a spirit of jollity and get-together prevailing.

Northern District clubs, who enjoy such closeness to each other, please be reminded that Crescent City and Eureka members traveled from early morning until 7 P. M. to attend this meeting, and arrived friendly and smiling.

H. A. B.

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PAGING MAUDE McLAUGHLIN

Another delightful Knowell party has become history. Mrs. Josephine Rudasill and Mrs. Mollie Gunn entertained a party of fourteen with luncheon at the club rooms on Saturday, October 6, and a delightful ride down the Peninsula which took us over all the main highways and many delightful bypaths. Slight showers on the way only added to the enjoyment of the revelers, especially those in the rumble seats, but we are still wondering what became of Maude McLaughlin and her carload. Paging Maude McLaughlin! Paging Maude McLaughlin!

NANCY FOSTER.

CLUB NOTES

THELMA GAFFIGAN

One of the proudest moments of Ida Reed's life was last Friday when she drove her old friend and fellow club member, Z. Clements, home from the Franklin Hospital. Z. is now convalescing at the Western Women's Club.

Miss Vivian Yarbrough spent part of her recent vacation in Grass Valley and the surrounding country.

Mrs. Olive Chauvaud recently danced the *Spanish Jota* at the entertainment of the Spanish Club at the Tamalpais High School Auditorium, Mill Valley.

Mrs. Jene Bishop has returned from a lovely vacation spent in Fresno, Coalinga and way points. Her friends entertained her royally with card and theatre parties. She also visited the oil fields while in Coalinga.

Dr. Frieda L. Kruse has almost recovered from her recent illness.

Miss Kathleen Bue and Miss Ora Hawkins from the Alturas B. & P. W. C. visited the club rooms recently.

Mrs. Eva Smith Hackett's many friends will be delighted to learn she is making a satisfactory recovery and is able to receive visitors now. She is at St. Luke's Hospital.

Quite a number of the Business Women attended the Talent Festival Dinner of the Women's City Club held last week. Among those present were Miss Ida J. Lord, Mrs. May E. Riley, Miss Margaret Torreyson, Miss Belle McDonald, Miss Isabelle Banz, Mrs. Charlotte McClelland, Miss Jean Kerri-son, Miss Lydia Floan, Mrs. Amanda Heuermann, Miss Nettie Smith, Miss Josephine Weed, Miss Lydia Johnson, Mrs. Ethel Maxwell and her mother, Mrs. Lidstone, Miss Hazel Mangels, Miss Esther Phillips, Mrs. Belle Simmons, Miss Eva Pearsall, and Miss Ida Reed.

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DIETETIC AXIOMS

Good digestion waits on appetite, and health on both.—*Shakespeare*.

We live not on what we eat, but on what we digest.
—*Abernathy*.

What we eat today is working and thinking to-morrow.

Let me spread the table of a people and I care not who makes their laws.

To eat little, and that little of simple food, is to prolong life.—*Cornaro*.

The average American meal is an unpunished crime.—*Carlyle*.

Let me diet a person, and I can give him almost any kind of disease known. I can give him long or short life.—*Allison*.

Don't permit your palate to get your stomach into trouble.

Taking a pill doesn't solve the diet question.

Chew your food—your stomach has no teeth.

Diet cures more than doctors.—*Scotch Proverb*.

Avoid extremes of hot and cold in food and drink.

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SPECIAL COLLECTIONS

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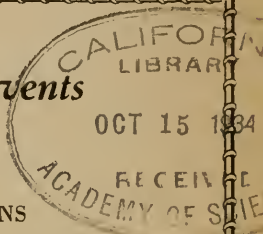
NOVEMBER 10, 1934

No. 41

Weekly Program



Coming Events



November 12—Book Section, 7:30 P. M.

November 13—Dramatic Section, 7:30 P. M.

November 15—Choral Section, 6:45 P. M.

November 15—Thursday Open House, 8 P. M.
November Birthday Party.

Hostesses

Maude McLaughlin

Florence Hogan

Claire Ingham

Ethel Ray

Anne Attridge

Allene Schuerbrock

Barbara Greene

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ANOTHER IMPORTANT PROGRAM

At our next program meeting, November 20, Mr. Warren H. McBryde, world traveler, who has made the round-the-world tour three times, will bring us a graphic description of his late trip around South America, commencing at Valparaiso and ending at Rio de Janeiro. Plan to attend and enjoy this trip. After hearing Mr. McBryde, you will feel you have visited these fascinating countries yourself.

CAROLYN WEBER, Program Chairman.

MR. CHARLES CALDWELL DOBIE TO SPEAK FOR BOOK SECTION

The Book Section has an especially pleasurable evening in store for Monday, November 12. Mr. Charles Caldwell Dobie is to give us a review of his late book, "Portrait of a Courtesan." Please be there promptly at 7:30 to hear this most interesting speaker.

CORNELIA SEELEY.

STOP! LOOK! LISTEN!

The date of the ANNUAL DRAMATIC and CHORAL SHOW has been changed to November 22.

This gives the Sections an extra week to attain perfection in their performance. It also gives MEMBERS a week longer to SELL tickets. Not long ago, Ida Reed told something of the valuable work done by the REMEMBERING FUND and since half of the proceeds of the event will be turned over to that committee, let us not rest until EVERY ticket is sold. It is such a *little* thing to do for such a *big* cause.

The DRAMATIC and CHORAL SECTIONS are giving every ounce of energy and ability they possess to put on this SHOW. Don't let them carry it *alone*. You'll enjoy it so much more if *you* make it your personal responsibility.

REMEMBER, then, November 22, 8:30 P. M., Community Playhouse, Western Women's Club. ALL SEATS are 55c.

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Remembering..... Ida M. Reed
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Executive Secretary

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except Saturdays

FAREWELL

Once again the earthly presence of a loved member has been removed from our club. A few evenings ago, Mrs. Susanne V. Bolles presided over the Civic Section meeting as chairman of the International Group, and on November 2 she went out peacefully and quietly as she had lived. But as a friend said when hearing of her passing, "She will always remain in the hearts of those who knew her and her high ideals."

Mrs. Bolles possessed a rare personality, was a loyal friend, and always ready to serve the Club in all of its activities.

The MEMORY of her life is a valuable asset and we have been fortunate indeed to have had her in our membership these many years.

IDA J. LORD.

ARMISTICE DAY

Could those who sleep in Flanders Field
Come back to earth again,
And see the world they died to save
Writhing in bitterness and pain,
I wonder if those men would feel
They'd died in vain?

Or would their eyes, out-seeing ours,
Behold a better day,
Know that the after-pains of war
Would surely pass away,
See that the peace for which they died
Is on its way?

DORA LAWRENCE CAMERON.

NOVEMBER 15, NEXT BIRTHDAY PARTY

You'd agree even the rain could not dampen the ardor of the *regulars* could you have dropped in last Thursday evening. Such a homey atmosphere seems to permeate these gatherings, whether the group is large or small! Everyone present was ready for a second piece of the delicious cake made by Elsie Maclaren's mother, and a quantity of cookies magically disappeared. Incidentally, these came from Elsie's, SKYline 6038, one of our advertisers.

Margaret Bell announces the next BIG EVENT is the Birthday Party, November 15, in honor of our president, Miss Sylvia Kempton, whose natal day falls due this month.

NOMINATING COMMITTEE

Article IX, Section 1 of the By-Laws reads as follows:

"Nominating Committee. There shall be a Nominating Committee consisting of three members of the Club. The Chairman of the Nominating Committee shall be appointed by the President, one member of the committee appointed by the Board of Directors and the third member elected by the Club at the first business meeting in December of each year. Nominations for the third member shall be made from the floor, and where there is but one candidate, the election of this member of the Nominating Committee to be *viva voce*."

The president has appointed Lillian Elias chairman of the Nominating Committee.

GRAYCE DEMPSEY, Recording Secretary.

R. C. A.

San Francisco in gloomy fettle on our last adventure, withal revealing. We trudged McLaren Park gazing to all points of the compass, unable at times to vision familiar locales. Et at Estrada's... it was good! Coit Tower—a whirl! Peoples, machines, paintings—crude in their realism! Then the climb up—210 steps to the tippy-top. Affluent ones took the lift at 25c. An inspiring immensity, even with the conquering fog. After a rain! An event to anticipate.

Sunday—November 11—we spoof about Sutter Forest. If clear; if not feasible—about face to our Golden Gate Park. Meeting at 11:00 A. M. at Sixth Avenue and Judah—No. 6 Market Street Car deposits you upon the spot!

Monday—November 12: Columbia Theatre; Cornelia Otis Skinner, in the "Loves of Charles the II." Price 55c. This actress was superb in her interpretations of "The Wives of Henry the VIII" last season, and this occasion Monday next should be most enjoyable. Call upon

GERTRUDE D. TUBBS, Recreation Chairman.

KNOWELL! KNOWELL!

We're continuing to receive unofficial reports of more Knowell parties. We're told Maude McLaughlin recently entertained at luncheon in her charming home on Buena Vista Avenue. If you've never been there, ask Mrs. McLaughlin to invite you and you will want to become a permanent guest. View? Why, you feel as if the world is at your feet, that particular world being an expansive view of the whole Bay area. And how Maude can cook! Calories were thrown to the wind, or somewhere, when a few weeks ago Elsie Maclaren served a marvelous *Dutch Dinner*. With her father and mother to aid and abet her, big things are expected of Elsie. Of course she went over the top and gained new laurels that day. It was an all day and night session and even then the guests threatened to return next day.

An anonymous reporter says:

"Dinner on Nob Hill, in Daisy Bruhn's pleasant apartment, and with her charming mother, Mrs. Roberts, as one of the party! Such was the happy fortune of a group of seven guests on Saturday evening, October 20. After a delicious dinner there were bridge for the bridge-hounds, and Dutch whist for the others, and it was time to say good night all too soon. Daisy *knows how to entertain*; it was a most happy evening."

And L. E. A. reports:

"On October 28—11:30 A. M.—a congenial group gathered at the apartment of hospitable Louise O'Hara, who, in conjunction with Merle Curington, served an early American breakfast and home-made coffee cake. Was it delicious? Just ask us. Bridge was indulged in by the so-called highbrows, while the lowbrows gambled far into—well, I'll leave it to you. Prizes were distributed to the smart ones who knew their tricks. The happy group departed after a breakfast that lasted all day. Nuff said (stealing Gurty's stuff)."

Here's an ideal form of entertainment which thus far has escaped our notice. Minnie Dumas entertained six guests at our never-to-be-forgotten 1874 dinner.

Now, we hope we are even with the board.
Who's next?

If you really want to go *High Hat*, there's one place in town we'd particularly recommend. See *Brook's* advertisement in this issue of THE BUSINESS WOMAN.

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CHORAL NOTES

Upon the eve of going over to Berkeley to sing at the Bay District dinner meeting, the Choral is lined up fifteen strong with their white dresses, blue jackets, three songs and Gurty's song which will be used to introduce the Choral to the neighbors. The Choral is enthused and ready to make a nice showing for San Francisco with Mrs. LeRoy to direct and Mrs. Shanly to accompany.

The postponement of the Annual Show to Thursday, November 22, gives opportunity for an extra week of rehearsing. The Choral members are putting in some real work on their songs for this occasion and expect to be a shining example of what can be accomplished by busy business women with one hour a week of concentrated practice.

The Choral will be open to new members immediately after the Annual Show and at that time preparations will be made for the Christmas singing.

ELSIE MACLAREN.

CHANGE OF ADDRESS

Miss Netta Jones, 919 Sutter Street, Apt. 19.

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CLUB NOTES

THELMA M. GAFFIGAN

Miss Barbara Greene is spending each week-end with her family in Sacramento.

Miss Florence E. Stieler spent her first evening with us as a club member last week. She has transferred from the Shreveport, La., club. Miss Stieler recently attended the New York Life Club convention at Lake Tahoe.

Miss Z. Clements is back on the job again, but has to be rather careful not to overdo. Knowing Z. as we do, that will be rather hard.

Miss Jessie McKinney spent her vacation resting at home. Not a bad idea, Jessie.

Lucia Steidel's many friends are delighted to learn that she has made an excellent recovery after her accident. Apart from the inconvenience of plaster of Paris casts, bandages, and what not, Lucia is as good as new.

Mrs. Bertha Stalder has just returned after spending a year and a half in Chicago and way points. Though she enjoyed her sojourn in the East, she is glad to be back in California and we are indeed glad to have her.

Miss Lena O'Connor has returned to California after spending seven months visiting with friends and relatives in eastern Canada. She also visited in Vancouver, Winnipeg, and Edmonton, Alberta. The members of B. & P. W. C. of the latter city gave a bridge party in her honor.

Mrs. Alice Argus Brady, one of our very new members, is taking a trip to Panama. Sailing on the *California*, she will return on the *Pennsylvania*. Bon voyage and happy landing, Mrs. Argus!

We were pleased to see Miss Edna Fogarty again, as owing to her father's illness she has been absent for some time. We are glad to report Mr. Fogarty is improving steadily.

Miss Mary F. Mooney attended the State meeting of the California School Librarians held in Santa Maria, October 27 and 28, and reports a delightful trip.

Friends of Rose Bezek are sympathizing with her in the death of her uncle, of Salt Lake City, who was recently killed in an automobile accident.

Mrs. Eva Smith Hackett has sufficiently recovered to return to her studio and has changed her headquarters to 1337 Sutter Street, to be known as the HACKETT-CONGLON STUDIO. She has taken the entire building, including the large hall where she will in future present her plays. Her telephone number is still GRaystone 2412. Our good wishes are extended to Mrs. Hackett in her new enterprise.

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Not long ago

I was so busy,
So rushed with work
That I was dizzy.

I never gave
But half an eye
To the fluffy things
That I could buy;
Though they were seen

Within the shop,
It never seemed
Quite safe to stop;
For if I lingered

On my way,
The time was taken
From my pay.

So bargain rates
Were not for me,
But for those dames
Whose days are free;
By five o'clock

The shops are bare
And salesgirls wore
An icy stare.

Now "unemployed,"
I find it funny,

I have the time,
But not the money.

FLORENCE VAN CLEVE.

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Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

NOVEMBER 17, 1934

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RECEIVED
ACADEMIC SCIENCES

Weekly Program



Coming Events

November 20—Dinner, 6:15 P. M.
Western Women's Building.
Speaker,
Mr. Warren H. McBryde.

November 22—Annual Dramatic and Choral Show.
Community Playhouse, Western Women's Club, 8:30 P. M.
(Owing to the SHOW, there will be no Open House.)

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

'Tis sed: "Competition is the life of trade." Not allus: At the moment, competition is throttling and we sort-a take a back seat! What with Dramatic Night, The Opera, Know-wells, Big Game, Thanksgiving—we "can't take it." For the nonce, we're quiescent!

GERTRUDE D. TUBBS, Recreation Chairman.

Our Next Speaker Will Be

MR. WARREN H. McBRYDE

Consulting Engineer, and who during the World War was assistant manager at the Hercules Powder Plant, later affiliating himself with the California-Hawaiian Sugar Company (and who was in charge of affairs when the club made its inspection tour through the C. & H. plant at Crockett.) Mr. Mc-

Bryde has had the gratifying experience of making three world tours, and it is about his last trip to and through South America that he will give us a vivid and masterly panorama of its habits, traditions, industrial development, as well as the glamor, romance, and spectacular achievement of this interesting country. Here is a speaker who is qualified by experience to give you a true picture of South America, and so this meeting will amply repay your attendance.

CAROLYN WEBER, Program Chairman.

A MESSAGE FROM QUEEN CHARLOTTE

Be it known to all loyal subjects: Current invitations to Knowell Parties are free from future obligations to entertain in turn.

ANNUAL DRAMATIC AND CHORAL SHOW

THURSDAY EVENING, NOVEMBER 22

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Under the Direction of

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

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IRMA BURLINGAME

Executive Secretary

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except Saturdays

STATE BOARD MEETING

Our State President, Maude Empey, has cordially invited us to attend the meeting of the State Board of Directors at Bakersfield, December 1 and 2. The Sunday luncheon will have as its feature the panel discussion, *The Right to Earn*. All phases will be presented. Definite reasons will be given why women have a right to be gainfully employed.

Reservations should be made as soon as possible with Mrs. Burlingame. Rates at the beautiful El Tejon Hotel are: Dinner, Saturday, 7:30 p. m., \$1.00; luncheon, Sunday, 75c; single rooms, \$3.00; double rooms, \$5.00.

CHORAL NOTES

The heavy showers cleared up late Saturday afternoon so that the Choral could go over to Berkeley without fear of spotting their white dresses, more than half of them brand new for this year. Many comments were made on the nice appearance of our Choral and each member did her very best for San Francisco. It was most interesting to listen to the chorals of the other Business and Professional Women's Clubs. San Jose, Santa Cruz, and Stockton all took part in the program and added greatly to the enjoyment of the occasion.

Jene Bishop fell down on her knees while shopping that Saturday afternoon, but in spite of being badly bruised and stiff, she hobbled right along with the Choral. How is that for fine spirit and loyalty?

And Mae Barr Long saved up a good appendicitis operation until after the Choral made its appearance across the bay. She was taken quite suddenly and unexpectedly to the Children's Hospital last Thursday noon and was operated upon at once. That accounts for all the tummy aches Mae has been suffering lately which were attributed to intestinal flu and food poisoning. The very latest reports from Jack are that Mae is progressing nicely. Everybody's wishing hard for your speedy recovery, Mae!

ELSIE MACLAREN.

BRIDGE TOURNAMENT

The Ways and Means Committee have asked the Contract Bridge Section to conduct another Tournament, similar to the one held last April, and we have selected FRIDAY EVENING, DECEMBER 7—so put this date down on your calendar.

There will be only eighteen tables, with cash prizes for the winners of the two sections. Price is 50c per person and the Tournament is open to all club members and their friends. Make your reservations NOW with Mrs. Burlingame, PProspect 8347; Jeannette McCurdy, ORdway 9866; or Caroline Bachich, HEMlock 7317. Don't forget to ask your friends to join us.

Remember the date—December 7, at 7:30 promptly, in the club rooms.

CAROLINE BACHICH, Chairman.

MORE ABOUT THE REMEMBERING FUND

(As indicated in the last issue of THE BUSINESS WOMAN, one-half of the proceeds of the Dramatic and Choral Show will go to the Remembering Fund. That you may be more familiar with the work of this Fund and have additional joy in the knowledge that by buying tickets you have a part in so great a cause, we print the following from the pen of our ever-helpful Ida J. Lord.—EDITOR.)

During the time it has been my privilege to serve on the REMEMBERING FUND COMMITTEE there have been many interesting contacts with various young women we have endeavored to help. The bit of service I have been able to give in the name of our club has shown me a greater vision of humanity in general, and right now I wish to express appreciation for being a member of this splendid committee, of which Ida Reed is chairman.

When assistance can be given and we see that it is effectual, not pauperizing the receiver but proving a means to advancement and education in good citizenry, then it is that our efforts have not been in vain. Perhaps the greatest satisfaction in this work is to see a girl who has made use of our financial help go into larger fields for education after her business course has been completed and she has met her obligation to the club.

Two of our girls who have been recipients of this Fund I have come to know intimately and am proud to call them my friends. Since completing their course they have worked and by their own efforts very largely are now attending college, endeavoring to fit themselves for as high a place as possible in the world's work. They are not only educating themselves intellectually but, on account of their financial resources, are developing strong characteristics of patience and tolerance in these depression days.

Another girl, while not possessing the mentality of the other two, has finished her course and is now in a position which answers her immediate requirements. She is persistent and determined and as she comes to me now and then with her small payments, telling of her problems and the way she is meeting them, there is always such a satisfaction to know that OUR CLUB was able to give her the opportunity to take a position in the business world.

The FUND is the channel started many years ago to render assistance. Our own Lillian Palmer gave the name and the members of the committees from year to year I believe have carried out her idea of REMEMBERING. To me it has been our most worth-while activity.

CHRISTMAS CHEER FUND

Members will be pleased to know that the President has appointed Mrs. Mae Barr Long again to act as chairman of the Christmas Cheer Fund. Mrs. Long has handled this work for several years in a most efficient and sympathetic manner and, together with her willing and industrious co-workers, has been responsible for bringing comfort and cheer to many unfortunates who otherwise would spend a dismal Christmas. The support of the entire membership is urged in this work. Further details will appear in an early issue of THE BUSINESS WOMAN.

MUNITIONS INVESTIGATION

At the recent Bay District meeting it was recommended that member clubs ask their Congressmen to urge the continuation of the munitions investigation. Members are asked therefore to be prepared to vote on the question at the program dinner to be held Tuesday, November 20, in accordance with Article XVI, Section 1, of the By-Laws, which reads as follows:

"The name of this Club shall not be used in the endorsement of any enterprise, person or policy, or legislative measure except by a two-thirds vote of the members present and voting on and after notice of such proposed action has been mailed to each member at least three (3) days previous to the meeting when action is taken."

GRACE DEMPSEY, Recording Secretary.

Mrs. Genevieve Allen has prepared an article regarding the munitions investigation, which is quoted below:

"An article entitled *Women and Children First?* by George Seldes, Washington correspondent, published in the July, 1934, issue of *McCall's Magazine*, begins as follows:

"Confronted with war preparations on an unparalleled scale and the casual talk of another inevitable 'world' war, a large intelligent minority of civilians, for the first time in history, is asking questions which must be answered. Who, they demand, is planning this coming war? Why is it inevitable? Who will profit from it? Will it be a 'little worse than the first world war, or will it destroy civilization?'"

"A copy of the whole article by Mr. Seldes is on file in the club rooms and members are urged to read it.

"Following many years of effort to find some one who would ask for a munitions investigation, Senator Nye of North Dakota responded to the appeal of a representative of the Women's International League for Peace and introduced a resolution in the United States Congress which resulted in the Senate investigation which opened early in September and which has disclosed startling information about the manufacturers of munitions and their activities in promoting wars. Unless there is a popular demand for the continuance of this investigation the powerful munitions lobby will be able to stop the investigation. Therefore all women's organizations are conducting a campaign to see that their Congressional representatives are interviewed and urged to use their efforts to see that the investigation continues."

BAY DISTRICT MEETING

A delegation of San Francisco members headed by Sylvia Kempton attended the quarterly conference of the District Clubs at Berkeley on November 3-4. Charlotte McClelland, Recording Secretary of the District; Margaret Torreyson, District Legislative Chairman; Carolyn Weber, First Vice-President of the State Federation; Bertha Dale, Mary Baker, Dr. Crete Crockett, Ethel Johnstone, Genevieve Allen, Ethel Maxwell, and Edna Hansen were in the San Francisco delegation. Our Choral under the guidance of Florence Drake LeRoy made a grand addition to the dinner program on Saturday evening. There were four Chorals at the dinner, Santa Cruz, San Francisco, San Jose, and Stockton. The members of our Choral, Ida Grebinar, chairman, were in full attendance — Elsie Maclaren, Olive Chauvaud, Minna Brown, Pearl Parr, Adele Metzner, Edith Floyd, Jene Bishop, Josephine Radasill, Margery Wilson, and Mae Barr Long. Mrs. Ruth Shanly was the accompanist.

Florence Stahl, Bay District President, acted as chairman of the banquet, which was held with the Service Clubs of Berkeley, and Mrs. Grace Patty, Berkeley president, was program chairman.

Mrs. Maude E. Empey, State President, gave an interesting address, and Mayor Ament and other city officials attended. Music was provided by the Lions Club Orchestra. Mr. Charles D. Heywood, past district governor of Rotary International, gave an interesting talk on the subject of *Service Clubs*.

The outstanding feature of the Sunday program was an address by the youthful Dr. Elena de Laurentiis, who is Doctor of Law of the University of Rome, graduate from the Academie of Geneva and the Hague in International Law, studied one year at Radcliffe College in Massachusetts, and is now studying political science at the University of California with a fellowship from the International House at Berkeley. She gave a most informative talk and painted a vivid picture of women working in Italy.

It was the consensus of opinion of all present that much good had been accomplished by this gathering.

GENEVIEVE ALLEN.

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CLUB NOTES

THELMA M. GAFFIGAN

Mrs. Ruth P. Shaw had a most enjoyable two weeks' vacation visiting her daughter in Redlands, Oregon.

Miss Clotilde Grunsky is on the committee for the reunion dinner-dance of the U. C. 1914 class, to be held at the Fairmont Hotel on November 23.

Mrs. D. Roach Withers had some Lodi friends as her guests at the Santa Clara game.

Miss Johanna E. Heim is making good use of her hobby this year by making beautiful photographic Christmas cards.

Miss Florence M. Calderwood, who is spending the winter in San Francisco and making her headquarters at the Hotel Biltmore, had tea with Miss Ida Reed in the latter's offices last Monday.

We recently received a very cheering letter from Miss Virginia C. Marshall, who is now employed in Fresno, making her headquarters at the Sequoia Hotel. Miss Marshall recently gave a talk and demonstration to the Fresno B. P. W. Club.

After a long life of usefulness, Mr. Arthur Attridge, father of Anne and Florence Attridge, passed into rest on October 29. The membership at large joins in extending its sympathy to our friends in their bereavement.

Miss Lillian Palmer and Miss Emily Williams entertained at their Santa Cruz mountain home at dinner, Sunday, November 4, the following club members: Misses Z. Clements, Ida Reed, Harriet McDonald, Mrs. Harriet Blockburger, and Mrs. Louise O'Hara.

Miss Minnie Korn has just returned from abroad. While there she visited the House of Rothschild in England; admired the rugged Alps and the general homelike atmosphere of Switzerland; was inspired by the beautiful churches of Italy; lost herself in the art gallery of the Louvre in France; visited Germany and Lithuania, but enjoyed most of all the return trip to the good old U. S. A.

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THURSDAY TEA-FEST

On Thursday evening, November 8, the club lounge was the scene of a delightfully enjoyable occasion. There were not so many attending as usual, but everyone seemed to be in a festive mood.

Miss Esther Phillips, Assistant U. S. Attorney, who has not been with us for some time, came in and we were all glad to see her again. She thoughtfully offered to help the kitchen squad and admired the efficient kitchenette and all its workings. Then Miss Korn, a real new member, arrived, and having mentioned a desire to contact a saleswoman for tickets for our Dramatic Night, was willingly supplied by Josephine Rudasill.

Judge Theresa Meikle and her charming mother were among the next arrivals and their company was enjoyed by those in the group around them.

Mrs. Boardman brought us a delicious chocolate layer cake of her own making, and believe you me, it disappeared, along with several plates full of good cookies and much delicious tea.

E. W. S.

Never have there been greater opportunities for club members to live up to the purposes of the club—"to encourage reciprocity of business among members." The latest opportunity comes to us through the medium of an ad inserted in this issue by Mrs. Walda B. Rowercroft, whom many of us know.

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The Business Woman

SPECIAL COLLECTION

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NOVEMBER 24, 1934

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Weekly Program



Coming Events

SECTIONS

November 26—Civic Section, 7:30 P. M.

Book—Second Monday, 7:30 P. M.

November 27—Dramatic Section, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

November 29—Thanksgiving.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

There will be no meeting of the Choral Section and no Thursday Open House.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

AN APPRECIATION

Dramatic Section members wish to thank members of the club and the friends who so generously supported them in their recent SHOW.

They gratefully acknowledge the assistance of Roos Bros., who furnished the riding habit worn by Dr. Rae Morrow; The Homestead Bakery for the scenery of *Schooling*; Mrs. Geraldine Bowell, who so kindly loaned the mirror used in *Rescue*; our ever-reliable "Greh-bie" (Mrs. Ida Rose Grebinar), who supplied the dresses worn by Miss Helen Goodwin, Miss Belle McDonald, and Mrs. Thelma Gaffigan. To the Western Women's Club and Miss Z. Clements they are deeply indebted. To all requests, big and little, they invariably said "yes."

Too much credit cannot be given Mrs. Eva Smith Hackett and Mrs. Florence Drake LeRoy for their efforts in making the SHOW a success.

CIVIC SECTION MEETING PLANNED

A program of unusual interest has been planned by the International Committee of the Civic Section for Monday, November 26. Our speaker is to be a representative of a foreign country,—a country in whose affairs the United States today is most interested. Remember the date as this promises to be one of the most valuable meetings of the year.

The Civic Section, under the direction of Miss Naomi Hammond, has proved to be one of the outstanding activities of our club life. It has indeed developed into a forum of interest, wherein the many every-day problems are being presented, and the interest in this section shown by the many members of the club is evidence of the ever-increasing interest of women in affairs of the day.

Miss Hammond has announced the appointment of Miss Polly Hatch as chairman of the International Committee, of which our beloved member, the

late Mrs. Suzanne V. Bolles, was previously the head. Other members of this committee who worked with Mrs. Bolles in planning the splendid program that was presented on October 22, and who will continue to work with Miss Hatch, are Miss Ida Lord, Miss Ida Reed, Miss Barbara Greene, and Mrs. Molly Gunn.

The program for the 26th was partially planned by Mrs. Bolles before her death and undoubtedly will be a tribute to her.

BRIDGE TOURNAMENT

Make your reservations now for yourself and partner for the Tournament, December 7 at 7:30, as there will be only eighteen tables. The Tournament is also open to friends of club members. Prizes will be \$5.00 to each winning N&S and E&W team. Price is only 50c per person and everyone has a chance as this is not a Tournament of experts. Phone your reservations to Jeannette McCurdy, Ordway 9866; Mrs. Burlingame, PROspect 8347; or Caroline Bachich, HEEmlock 7317, or evenings, Market 3698.

HAPPY BIRTHDAY TO YOU AND YOU AND ESPECIALLY YOU

Umpity umpity years ago there was born to a nice papa and mamma a cunning little brown-eyed baby which they named Sylvia. She grew and grew until she was big and wise enough to become president of the Business and Professional Women's Club. Congratulations, Sylvia, on this last umpity birthday, also to the rest of the November girls. Margaret Bell arrayed the table in a blaze of glory (you've guessed it, the cloth was green), and the birthday cake as well as all the other sweeties were furnished by a few shy violets, too modest to put their names in print.

GUESS WHO.

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Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
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Choral.....Ida Rose Giebenar
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DIRECTORS

Elizabeth Adams.....Margery E. Shaffer
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

ANOTHER SOS

Another SOS comes from the Choral Section for additional voices. There is still time to join the ranks and know the joy of singing Christmas carols.

BOOK REVIEWING IN PSYCHOLOGY AND RELATED FIELDS

Since Fern McGrath's talk at a recent Book Section meeting on *Book Reviewing in Psychology and Related Fields*, she has been asked by members for a short list of recommended books in these fields. We now have this list and it will be printed as fast as space permits.

Mrs. McGrath is associated with Dr. Herman de Fremery, the consulting psychologist, and these books have all been reviewed by one or the other of them. They have appeared on the Sunday book page of the *San Francisco Chronicle* or in the *California Classroom Teacher*.

When you think of New York Life, think of Florence E. Stieler, who has recently transferred her membership from Shreveport, La., to our club. Already Miss Stieler has learned that *it pays to advertise in THE BUSINESS WOMAN*.

GIVE THANKS

Give thanks! Give thanks for what? I boast no lands

Where branded cattle browse or fattening sheep;
No fertile acres where my sons shall reap
That they have not sown; no mountain-sides where stands

The golden yellow pine; no impregnate sands
Whence dully iridescent fountains leap;
No ships have I that ride the fickle deep,
Nor factory where souls of men are hands.

Give thanks? Ay, but I do give thanks, God knows;
Thanks that my wife and children cry no woes
Into a leaden sky; my neighbor wields
The scythe and not the sword in all his fields;
This land between the seas is free from blood,
And stands to serve the world in brotherhood.

ROBERT FREEMAN.

CLUB REPORT

THELMA M. GAFFIGAN

Mrs. Merle Curington spent last week-end in Carmel.

Mrs. Josephine Rudasill and husband attended a house party in Martinez last week-end.

Miss Anna Reidy spent the Armistice week-end with friends in San Jose.

Mrs. May F. Riley enjoyed last week vacationing at Del Monte.

On our last Open House gathering we had two delightful surprises. Two of our regular attendants returned to the fold. They were none other than Miss Bertha Dale, who has been unable to come to the club due to the serious illness of her mother, and Dr. Josephine M. Fernald, who just returned from a vacation spent in Eureka and way points.

Miss Eleanor Farrand Ross, author of *Beloved City*, was a guest of Mrs. Ethel Maxwell in the club room last Thursday. A copy of *Beloved City* was recently presented to the club by the Book Section.

It is no longer a secret that Miss Vivian Yarbrough is driving an Oldsmobile. She has become so proficient that a three hundred and fifty mile spin such as she took over a recent week-end is a mere trifle. Ask Vivian how she enjoys driving in from Sacramento on a cold gray morn in a tule fog.

Members of the Business and Professional Women's Club rejoice in the re-election of Congresswoman Florence P. Kahn and feel that women's votes aided materially in fulfilling our slogan, *Let us keep Mrs. Kahn in Congress*.

As we go to press, cheering news comes from Mrs. Mae Barr Long, who on November 8 underwent an operation for appendicitis. It is hoped that Mae will have sufficiently recovered to leave the hospital by the end of this week.



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CHRISTMAS SUGGESTION

For that out-of-town friend, for that member who lives far away, but whose heart turns ever to the city by the Golden Gate, a welcome gift will be the brand new book, *Beloved City*, by Eleanor Farrand Ross. It may be seen in the club rooms, as the Book Section has bought a copy of the first edition for the club library. It consists of a series of vivid and beautifully written word pictures of San Francisco yesterday and today, and is further embellished by many exquisite etching-like drawings by the brilliant young artist, Julian Links. (See Mrs. Ross's ad. elsewhere in THE BUSINESS WOMAN.)

R. C. A.

The sun gleamed, happy members gathered, and a gallant male led the trek through Sutor Forest, precipitous in the beginning, winding in the woods! This in the midst of a large city—where else such a privilege! Alas, the x-y-z's are thinning the beauties, the fire last summer aided; the western slope reminds of an old guy getting baldish. Meandering about an hour, we found ourselves almost atop Twin Peaks! Those vistas! Down the hills and on to Eleanor Lambertson's adorable apartment, where we partook! Eleven rapacious individuals! The inner woman content, again on our way to Fort Mason and out on the breakwater at the foot of Van Ness Avenue. Ole man FOG won the battle; fantastic and weird were the phantom ships that loomed from the nowhere! We'd had a great day at a total outlay of fifteen cents!

Next wanderlust will o'ertake us Sunday, December 2nd.

GERTRUDE D. TUBBS, Recreation Chairman.

Miss Marion Morris will speak over KYA on Friday, November 23, at 1:30 P. M., on the Women's Institute of the Air program. Her subject will be *Race Tracks in the Court Room*. Miss Naomi Hammond will speak over the same station at the same time on Friday, November 30.

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KNOWELLS

Lillian Hall's birthday, October 26, was the incentive of a delightful affair at the Bit of Sweden, with Violet Neuenburg, hostess. Sixteen were entertained, with Congresswoman Florence P. Kahn among the honor guests. Mrs. Neuenburg had the distinction of having ONE gentleman present, Mr. Julius Kahn, Jr., and reports indicate his presence was a great asset.

A Hallowe'en party was given in the form of a Knowell by Florence Drake LeRoy at her home, October 30. The table was beautifully decorated and an Italian dinner served. Later, games were played, Greb-bie winning the booby prize! The fortunate guests enjoyed an exceptionally delightful party given by a very gracious hostess.

Louise Stivers, with characteristic originality, invited a group to her nearby home, after the last business meeting, which chanced to fall on election night. With Margaret Torreyson on hand to compile figures and elucidate on candidates, it proved a most unique affair. Piles of sandwiches disappeared like magic and at midnight some of the guests were seen wending their way homeward with their hands filled, at the insistence of their hostess, who seemed to have prepared for a regiment.

We quote herewith a few of the reports which have been accumulating:

Rain or shine meant nothing to twelve of us who attended Nancy Foster's Knowell party, November 3.

A most sumptuous luncheon was prepared and

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Just off the Press!

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Rose O'Brien's Fashion Studio

served by Nancy's attractive niece. All honors are due the fair lady.

Games were enjoyed during the afternoon, also the prophecies of a most charming seeress. J. R.

A Sunday night supper on October 28, with Enaid Jones a charming hostess, with her mother assisting, in their attractive home. Twelve congenial club members and friends had a grand talkfest over the table without in the least neglecting the delicious food and later discovered hidden dramatic ability in their number. Prizes to the fortunate. And were the fortune tellers popular! The only regret—that Florence Attridge, the co-hostess, found it necessary to be absent on account of the illness of her father.

GRACE K. ANDERSON.

Within the Law!

Charge: Attempting a "Know-well." Plaintiff, "Get-the-Money" vs. Defendants Margaret Bell and Olive Chauvaud. Jury trial demanded. On the calendar for Saturday, November 3, at 1:30. Court held at Pierre's Chateau! Presiding Judge, Theresa Meikle! Thirteen jurors—President Kempton, foreman! Evidence eatable, noisy and lengthy introduced. Jury instructed, returned a verdict on the first ballot: "Guilty, as charged, on all counts." Defendants aided and abetted a good time, good fellowship, good prizes! And they got the money!

GURTY.

Dear Club-ers:

Have you been to a Knowell party yet?

I am for them a hundred per cent.

I was one of the fortunate ten who were entertained by Miss Cornelia Farrell, of M. J. B., where all our delicious morning coffee comes from, and Mrs. Minna C. Alfonso, of the Pac. Tel. & Tel. Co., where all our conversation goes to.

A delicious luncheon was served in one of the private dining rooms of the States Restaurant. A broad ribbon of golden daisies adorned the table and seemed to fill the room with rays of sunshine.

Mrs. Alfonso is a charming hostess and a very generous caterer, but her style was somewhat

cramped by the over attentiveness of the waiters. I suspect she tipped them.

After enjoying the generous meal, the party went to the Warfield Theatre, where we enjoyed that gorgeous play, "The Merry Widow."

During luncheon the ladies told how each happened to become a member of the club. Then Miss Farrell gave a very interesting account of her two years as manager of the Commissary, when we served lunches in our own club. She recalled that wonderful dinner served to us by her at M. J. Brandenstein's warehouse and how Mr. Brandenstein fell in love with our first president, Lillian Palmer, but she was always vamping our men guests with her wit and wisdom.

The guests seemed to represent about all of the important factors in San Francisco business life. Besides Mrs. Alfonso for the Pac. Tel. & Tel. Co., and Miss Farrell for M. J. B.'s coffees, teas and spices, we had Mrs. Julia M. Robb for the banking interests, Miss Mae G. Cummings for Golden Gate Products, than which there are none more delicious. Then there was Mrs. Lola D. Stillman, for Williams-Diamond Co., the big shipping and commission merchants, and Mrs. Hulda McGinn, director of public relations for the theaters. We had Mrs. Elizabeth A. Tiernan, Miss Jessie McKinney, Mrs. H. A. Blockburger, and to bring a sort of blessing to the gathering, we had that beloved little Mary A. Eagles, you know, the girl who never can see evil in anyone, who does no harm to anyone, and who is always kind and helpful to everyone.

Could any party be finer?

We had a delightful Knowell party and it is good to meet and know so many fine and charming women.

And thank you, dear Cornelia Farrell and Minna C. Alfonso, for your generous treat.

H. A. BLOCKBURGER.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

DECEMBER 1, 1934

No. 47

Weekly Program



Coming Events

December 4—Dinner, 6:15 P. M.
Western Women's Building.
Business meeting.

December 6—Choral Section, 6:45 P. M.

December 6—Thursday Open House, 8 P. M.

Hostesses

Edith Floyd

Allene Schuerbrock

Dr. Harriet Ward

Doris Lindegren

Ednah Butler

Ethel Sullivan

Olive Chauvaud

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

A REMINDER

This is to remind you that the membership will elect the third member of the nominating committee next Tuesday evening, December 4. Candidates are nominated from the floor. If there is but one, she is elected viva voce. This is an important meeting and members are urged to make every effort to be present.

BRIDGE TOURNAMENT

Just one week left to make reservations for the Tournament, Friday, December 7th, at 7:30, in the Club Rooms. If you have not already done so, make your reservations NOW, as there will be only 18 tables, and of course we do not want YOU to be disappointed. Price is 50 cents per person. There will be two prizes of \$5.00 each for the winners, and an interesting evening for all. Telephone reservations to Jeannette McCurdy, ORdway 9866; Mrs. Burlingame, PProspect 8347; Caroline Bachich, (day) HEmlock 7317, (evenings) MArket 3698.

CHORAL SECTION

The work of the Choral Section at the ANNUAL SHOW was so gratifying that members are sure to be kindled anew with a desire to join in this service of song. The next event in which they will participate is the Christmas dinner, and "Greb-bie," who is chairman of this section, is very anxious that all those who possibly can will attend the practice next Thursday evening in the club rooms at 6:45. All voices are welcome, but there is a special call for second sopranos.

A DREAM REALIZED

"He who takes most to Rome, brings most away." And with this as the keynote of his talk, Mr. Warren H. McBryde, distinguished engineer, entertained a large group of our members and their guests

at the dinner meeting on Tuesday evening, November 20th. Mr. McBryde stresses the necessity for study and preparation for travel, and above all, adherence to a plan for anything we wish to accomplish. Ten or fifteen years ago he planned these world trips for his family and himself when his daughters had reached a suitable age. After fifteen months of study the family has been three times around the world in the last two or three years.

"Travel is the search for knowledge, the hunger for discovery and the spice of adventure." "No wind serves him who has no distant port." Being an engineer, Mr. McBryde was much interested in engineering projects and the products of each country visited, its commerce and foreign trade, its economic conditions and political problems—those things which he considers give one permanent profit, and pleasure before he gets too old to absorb new experiences.

Through lack of space your reporter cannot give even an outline of the extensive travels of our speaker. In less than a year by means of a trip embracing the Orient, the Near East and Europe, the voyagers had traced the course of history—the progress of civilization from its source down to its modern setting as we know it.

Expecting to hear only of our speaker's trip to South America, he generously gave us an outline of the others, although a trip to the southern continent should be a study by itself. The people have much in common with ourselves; our joint celebration of October 12, Discovery Day; the correspondence of the Andes with the Rocky Mountains and Amazon with Mississippi.

Statistics, just a few of startling importance, and a striking quotation closed a delightful talk, to which this scant account does little justice.

ETHEL L. MAXWELL.

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
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Executive Secretary

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SOMETHING WE CAN ALL DO

As we go to press we have just received a telephone request from Mrs. Mae Barr Long asking that all members who can spare beads, in broken or whole strings, leave these at the club rooms. They are greatly needed by the Camp Fire Girls, who will use them in their Christmas cheer work. Please make a note of this and comply if convenient.

R. C. A.

Just a little Sunday in the Park! Sounds insignificant—and yet: When we gather, get our stride, discover beauty, trail new paths, argu-fy and have our feeds—the day becomes one of memory's milestones.

Sunday next, December 2nd, meet at Haight Street Entrance to our Park (Stanyan Street) at 10:45! Eats at the Chalet at the Beach.

GERTRUDE D. TUBBS, Recreation Chairman.

MATTERS FOR CONSIDERATION

At the Bay District meeting Sunday, November 4, it was requested that the following matters be brought to the attention of members:

First, it was suggested that a booklet be compiled and issued listing the names of members of Bay District clubs engaged in lines of business which would be useful to traveling members of other clubs, such as beauty parlors, tea rooms, etc. Member clubs were asked to canvass their membership to ascertain how many would care to have their names listed in such a booklet. The cost would probably be nominal and would depend on the size of the booklet.

Second, clubs were urged to file with the Bay District Secretary the names of members who would be willing to make talks at other clubs in the District.

If any member of the San Francisco Club is interested in the above, please communicate with Mrs. Burlingame.

A REQUEST

Members who contemplate sending Christmas greetings through the medium of THE BUSINESS WOMAN are requested to send these to the club rooms, 609 Sutter Street, at their earliest convenience.

Convert your dollar into smiles as friends far and near receive your personal message of "Peace on earth, good will to men."

TWO INVITATIONS

Both Palo Alto and San Mateo B. & P. W. Clubs are celebrating in the near future and have sent such cordial invitations to our club members. The Palo Alto Club is having a carnival on December 1 at the Community House, University Avenue and El Camino Real. There will be endless attractions and Jessie Duntun Whittern, chairman, urges that any of us who are en route to the State Board meeting at Bakersfield stop at their Wishing Well.

Undoubtedly many of our members will attend the San Mateo birthday party on December 6 at 6:45 P. M., at the Benjamin Franklin Hotel. The price is one dollar. Reservations should be made with Mrs. Burlingame as soon as possible.

THE ANNUAL SHOW

On the evening of November 22, the Playhouse of the Western Women's Club was filled nearly to capacity for the Annual Show of the Dramatic and Choral Sections of the club. And those who made up the appreciative audience were well repaid for their attendance. Enthusiastic applause and delighted comments were heard frequently during the evening. Before the curtain arose on the setting for the first play and during the intermissions, Mr. Larry Gaffigan provided lovely music at the piano. Mrs. Gaffigan was most charming in her role of announcer.

The plays were three in number and as varied in mood as possible. A comedy, *Anything You Please*, was followed by *Rescue*, a very dramatic and almost gruesome playlet. The last, *Schooling*, was a character play with touches of both comedy and tragedy. It would be difficult to single out any one player for special commendation. Each seemed to fit the particular part and all gave most creditable performances. Clever direction surely played a large part in obtaining such fine results. Mrs. Eva Smith Hackett is to be congratulated upon her ability to obtain outstanding performances from amateurs. However, back of each finished performance there must have been many hours of arduous work by the one playing the part. The club is fortunate in having so many members who give willingly of their time and talents.

Following the first play, the members of the Choral with their chairman, Mrs. Ida Rose Grebinar (Greb-bie), appeared in their white costumes with jackets of blue. It is quite certain that each club member present felt a thrill of pride as their voices blended together in lovely harmony. Four selections were sung, and of the four, *Allah's Holiday*, by Friml, seemed to be the choice of the audience. Under the leadership of Mrs. Florence Drake LeRoy, augmented by Mrs. Ruth Shanly, accompanist, the Choral has been making steady progress. Illness has depleted the ranks recently, but in spite of that the Choral gave an excellent account of itself.

This Annual Show is a real occasion and every member should right now register a vow to attend the next performance. One-half the net proceeds this year will be used for the benefit of the Remembering Fund.

P. A. WRAMP.

A DISCOVERY

Browsing about, looking up our advertisers, has become habitual with us and so while on one of our tours of investigation we called on Thomas P. Davey, Jeweler, 209 Post Street.

One of our greatest joys has been sharing our discoveries with YOU, in THE BUSINESS WOMAN, and we could scarcely wait to pass this on. Mr. Davey has a large assortment of exquisite gifts . . . compacts . . . all kinds of toilet articles, in cloisonne . . . clasps, brooches, earrings . . . more beautiful, yes, and more reasonable than to be found in many of the department stores . . . to say nothing of watches and his repair work!

When you do your Christmas shopping, it would be a good idea first of all to call on Mr. Davey. He merits our support. Why, he's been advertising in THE BUSINESS WOMAN for the past seven or eight years!

CLUB NOTES

THELMA M. GAFFIGAN

Miss Cornelia Seeley and Mrs. Ida R. Grebinar attended the meeting of the Brunch Club held last week at the Union League Club. Many of the celebrities of the opera were present.

Dr. Susan Harris Hamilton and Mrs. Genevieve Allen are members of the Speakers' Bureau on the S. F. Community Chest campaign.

We are very happy to hear that Mrs. Anne Joseph has returned to San Francisco from Redlands. Her health is greatly improved.

Miss Mary Power was with us at the last dinner meeting for the first time after a long absence. Miss Power was one of the twenty-five charter members of the B. & P. W. Club.

Mrs. Irene Moritz and Mrs. Constance Hendrickson attended their first meeting as members of the club last week.

Mrs. Mabel T. Johnson has just returned from a trip to Chicago. During her travels she spent fifteen days at Desert Inn.

We are exceedingly sorry to learn that Mrs. Elizabeth Wooster and Mrs. Lillian M. Hall have been ill. We hope they are both back to normal health by now.

Miss Bertha Dale had as her guests last week at the dinner meeting, her sister, Miss Gladys Dale, and Miss Loretta McGunagle, both recently of New York City, also Miss Genevieve Jordan, late of South America.

Mrs. Carolyn Weber has been confined to her home during the past week with a severe cold.

Mrs. Phoebe Wramp had her sister as a house guest the early part of the week and later in the week their family drove to Fresno for their Thanksgiving dinner.

Mrs. Mae Barr Long's innumerable friends will be delighted to know that she is convalescing at home, having returned from the hospital last Saturday. She was greatly missed at the recent SHOW but was loyally represented by "Jaek."

A lucky star seems to be guiding Rose O'Brien. At the Dale-Johnstone-Weber Knowell Party, as *Diamond Lil* she won the ladies' prize for the best costume. (If you saw her, you'll agree she merited it.) Then on the following Monday, at the Soroptomist luncheon given by Ann Welome, she drew the lucky number and won an order on Magnin's. Having won prizes there on two previous occasions, Mrs. O'Brien generously turned it back to the club to be drawn again at the next luncheon.

Dr. Frieda L. Kruse will speak over KYA on Fri-

day, December 7, at 1:00 P. M., on the Women's Institute of the Air program. Her subject will be *The Care of the Mentally Ill*. Mrs. Carolyn Weber will speak over the same station at the same time on Friday, December 21. Her subject will be *Economic Security for All*.

HORRIBLE EXAMPLE

In our unceasing and zealous search for items of helpful interest to our readers, our attention was drawn recently to a book by one Timothy Titeomb (Josiah Gilbert Holland) called *Letters to Young People, Single and Married*, published in New York in 1858. Titeomb was a newspaper and magazine editor, evidently the Emily Post of his period. Chapter headings indicate the nature of the valuable advice he offers to young people in regard to their social and business conduct: "Getting the Right Start," "Female Society—the Woman for a Wife," "Social Duties and Privileges," "Dress—Its Proprieties and Abuses," "The Prudent and Proper Use of Language." From this last we have culled the following gem. We trust our members will guard against the use of such low expressions: "If you wish to be an 'A No. 1' woman, you have got to 'toe the mark,' and be less 'highfalutin.' 'You may bet your head on that.' You may sing 'slightu-ally' 'like a martingale,' you may 'spin street yarns' at the rate of ten knots an hour, you may 'talk like a book,' you may dance as if you were on 'a regular break-down,' you may 'turn up your nose at common folks,' and play the piano 'mighty fine,' but 'I-tell-you,' you 'can't come to tea.' 'You may be handsome, but you can't come in.'"

In the vernacular of 1934, "Now ain't that sumpin'?"

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KNOWELL! KNOWELL!

From an anonymous source comes a thrilling tale of a party given November 20 with "turkey and a fig pudding with the most delicious sauce you ever ate." Miss Grace E. Sweney was the charming hostess. Undoubtedly the guests consumed many more than their allotted number of calories; but who cared!

Hazel Dominick gave a **KNOWELL PARTY** Saturday evening, November 17, 1934. Added to her gracious hospitality was a delicious dinner with a cherry pie such as the poets sang about in olden days. And the prizes for the **BRIDGE EXPERTS** were beautiful bottles of perfume like unto attar of roses from the Garden of Allah.

Three cheers for the **KNOWELL PARTIES** in general and for this one in particular. I. J. L.

Entertaining at perhaps the largest of the Knowell parties, Bertha Dale, Ethel Johnstone, and Carolyn Weber had ninety-five guests in the club rooms Saturday evening, the 17th, where a repeat performance of Jessie McKinney's play was given. Olive Chauvaud danced and Rose O'Brien and Jeannette McCurdy won the prizes for best costumes. It was a hard times party, the eats were grand, and there was a lot left over for the Junior Leaguers who were partying next door.

Aside from the gain to the treasury, the Knowell parties are the best things that have happened to the club for many moons, and the Editor of **THE BUSINESS WOMAN** offers a free subscription to the member who can honestly say she hasn't made at least one interesting new friend through these affairs. V. Y.

DEAR CLUB-ERS:

Have you ever been up to Wake Robin to visit those two gifted ladies who live so close to heaven?

If you have not, then you have been cheated out of one of the rarest treats you could enjoy.

I was fortunate to be invited to a "Know all over again" Party, which was Miss Lillian Palmer's own idea.

So under the capable guidance of Miss Ida M. Reed, who is a master when it comes to driving a car, we started Sunday morning, the finest of weather having been ordered for our pleasure.

Arriving at Wake Robin, we found our hostesses, Lillian Palmer and Emily Williams, at the roadside to greet us and to guide us up into the most delightful out-of-doors dining room where a cheerful fire was burning in a stone fireplace that looked medieval and was a novelty to me.

Later we enjoyed some very delicious steaks broiled on those live coals. And such a luncheon as we had! Yum, yum! Did somebody say "we ate like pigs"? We did eat with good appetite and great relish, but I hope not after the manner of pigs. But I did sneak a tidbit now and then to a visiting cat; Lillian pretended not to see me, which was sweet of her. And can Emily cook baked potatoes, and corn soufflé, and Ambrosia pudding—I mean fit for the gods! Oh! delectable.

Then there was Amos, the haughty aristocratic black cat. And can a cat develop an inferiority complex in an ordinary human being? Can he?!!

After luncheon, we went indoors to see the wonderful heirlooms Miss Palmer brought from her childhood's home. There is the most beautiful picture of a fine lady painted in oils on a board of

mahogany, so you may realize how old the painting is, since in those days they did not have canvas. Miss Palmer bears a family resemblance to the lady in the picture.

There were some copper door hinges that interested me. They were shaped in a manner I cannot illustrate here, but stood for *Heavenly Love* to scare the witches away in the days of witchcraft. But I cannot use space to describe all the interest of this delightful visit.

The view from their living room windows must be a never-ending gladness to their eyes, the hills, "The Everlasting Hills," sweeping away ever into the horizon.

We had a glorious day and I came home enchanted by the memory of it.

H. A. BLOCKBURGER.

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San Francisco

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 11

DECEMBER 8, 1934

SPECIAL COLLECTIONS

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LIBRARY

MAY 7 - 1936

ACADEMIC
OF SCIENCES

Weekly Program



Coming Events

December 10—Book Section, 7:30 P. M.

December 11—Dramatic Section, 7:30 P. M.

December 13—Thursday Open House, 8:00
P. M. Birthday Party.

Hostesses

Maude McLaughlin

Florence Hogan
Claire Ingham
Ethel Ray

Anne Attridge
Barbara Greene
Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

THIS IS YOUR COMMITTEE

The matter of the election of officers being the business of the entire club, and the Nominating Committee desiring to function to the best interests of the membership, it is therefore requested that any suggestions members may have as to nominees for officers and directors be submitted to the Nominating Committee promptly.

GRAYCE DEMPSEY,
CHARLOTTE MCCLELLAND
LILIAN ELIAS, Chairman.

MIDWINTER JINKS

Our Midwinter Jinks will be held at the dinner meeting Tuesday, December 18. A particularly interesting program is promised, including a one-act play by members of the Dramatic Section, music by the Choral, and dancing by Mrs. Olive Chauvaud. The Program Committee is planning other entertaining features, details of which have not yet been divulged. However, members will be interested to know that it is planned to auction off two more of the Whistler antiques which Miss Lillian Palmer so graciously donated to the club several months ago—probably the gold pencil and the dainty old-fashioned locket upon which so many have cast covetous eyes. Further details of the Jinks program will appear in the next issue of THE BUSINESS WOMAN; in the meantime, make reservations for yourself and friends.

BOOK SECTION

At the Book Section meeting on Monday, December 10, a program appropriate to Christmas will be presented. Mrs. Henri Napier Carmer, formerly chairman of the section, has arranged the details. You know that means an interesting and worth-while

program. Mrs. Carmer will talk for a few minutes about Christmas and its meaning. Then we shall have the pleasure of hearing a splendid young San Francisco singer, Mr. Raymond Keast, who has promised to sing for us *Gesu Bambino*, by Pietro Yon, and *Di Probenza*, by Verdi. Miss Reba Kay will accompany Mr. Keast. Miss Pauline Bovo, who is one of Mrs. Hackett's talented pupils, will read *The Turn of the Road*. The climax of the program will be a rendition by Mrs. Willie Wise of Oscar Wilde's *The Young King*.

Members are urged to be there promptly at 7:30, and any friends you may wish to bring to hear this good program will be most welcome.

CORNELIA SEELEY.

CHORAL NOTES

After years of faithful service, Mrs. LeRoy felt that she could not continue as director of the Choral and tendered her resignation after the Annual Show. The Choral held a special meeting on Tuesday, November 27, and selected in her place Mme. Louise Mackay, who is well known as a singer and as a successful teacher of voice technique in this city. Under her enthusiastic direction, the Choral has plunged into the midst of preparations for the Christmas singing.

Mme. Mackay sees possibilities for a really large Choral group in this club and is willingly giving of her time and efforts without adequate recompense toward that end. Let's assist her in every way possible. All singing club members are urged to join the Choral. Dues will continue to be fifty cents a month, little enough for the training and development of the voice, to say nothing of the pleasure of group singing. Come out next Thursday, won't you?

ELSIE MACLAREN.

DEC -8 1934

The Business Woman

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Advertising.....Madelon de R. Saxon, Dorothy Ralston

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President.....Sylvia Kempton
First Vice-President.....Margaret Torreyson
Second Vice-President.....Marion Morris
Recording Secretary.....Grayce Dempsey
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

R. C. A.

Cometh now a lull. Theatres are so darkish, adventures "across the pond" not so intriguing. Ah, but there is always our fascinating San Francisco. Rain or shine, we gather and find new interests. Keep the date—Sunday—the 16th. Details next issue.

GERTRUDE D. TUBBS, Recreation Chairman.

SELF-DEFENSE

I whistle in the dark to keep my courage high;
I talk about my neighbors; their virtues I deery;
For thus I raise my ego when others I pull down,
And all the while I'm doing this, I only am the clown.

How queer that I am like all men; that all men are
as I;

For in our similarities we're "homos," they and I.
But when I think I am like them, I nearly have a fit,
And so I try in every way their virtues to outwit.

I lay on them my every sin; for this makes me feel
better;

It matters not the law's intent, if I but keep the
letter.

I squirm and twist, or wriggle out of honorable pro-
cedure,

And never dream it is a truce with my own soul's
indenture.

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Z. KATHLEEN AYERS

The hand of death has again rested on a former member and friend,—Miss Z. Kathleen Ayers of Santa Cruz. The details of her passing are not known. Just this fall we had such a pleasant visit with her one Thursday evening and at that time she expressed her keenest interest and pride in our club. Old members with whom she worked when we met in the Market Street club rooms will be deeply touched by her death; yet she who lives in the heart of friends never dies.

CIVIC SECTION

At the last meeting of the Civic Section, Miss Naomi Hammond referred to the great loss of the club in the death of Mrs. Suzanne V. Bolles, and introduced Miss Polly Hatch, who will take over the work of Mrs. Bolles, that of chairman of the International Committee.

Plans were made for the November meeting of the Section prior to the death of Mrs. Bolles, and Miss Hatch carried them forward, introducing Miss Ruth Franklin as speaker. Miss Franklin, a teacher at the Polytechnic High School, makes a yearly visit to Latin and South American countries. It was about these neighbors she talked, dwelling chiefly on the racial and political characteristics of these countries rather than their geography.

CHRISTMAS WELFARE APPEAL

December first—only a few fast fleeting days until Christmas, and that means that we must work if we are to maintain our reputation for Christmas welfare.

This work was started by us in 1923, only in a small way, and each year since that time it has grown until our club has established an enviable reputation for its holiday welfare.

It has always been our aim and desire to reach the stranded or temporarily distressed business woman; the woman who has been too proud to appeal to charity and who has, therefore, struggled along, her difficulties known only to herself and possibly one or two intimate friends.

In order to carry on this work, donations from club members are necessary. If every member who is employed would give \$1.00, we could accomplish much. However, some of our members are, we realize, heavily burdened with responsibilities, and cannot give even that sum. We appeal to you to give what you can toward this worthy work. Let's deprive ourselves of a show or two or some other small luxury in order that we may on Christmas Day enjoy the happiness of knowing that through our efforts joy has been brought to those whose Christmas would otherwise have been bleak.

The committee will be glad to receive jams and jellies for the few Christmas dinners which it still sends out.

In accordance with last year's practice, however, we will concentrate on the less fortunate business girl or woman, furnishing to her those personal necessities which cannot be secured from the meager income paid her by the Emergency Relief Agencies in return for from 6 to 14 hours' service per week.

Let us put our hearts into this work and make these girls happy.

Send your donations either to the chairman or to Mrs. Burlingame. Give what you can. The more we receive the greater the accomplishment. Don't wait. Give now.

MAE BARR LONG, Chairman.

ADVERTISING NOTES

Not only has THE BUSINESS WOMAN won the support of the members, but they seem to have converted their families. This is demonstrated in the ad. of the Alexander Hamilton Apartment Hotel, inserted by Mr. Graham Allen, son of Mrs. Genevieve Allen, Publicity Chairman.

Did you see the pictures of Margaret Bell and Olive Chauvand which recently appeared in the San Francisco Chronicle? Everyone says they were excellent; in fact, they could not be improved upon. Perhaps you did not know they were the work of du Charme, portraiture, 220 Post Street, who are among our new advertisers and are our official photographers. If you cannot spend Christmas at home, what could be lovelier than to send your photo! If you will act promptly, there is still plenty of time.

OUTSTANDING EVENTS

December Open House would not be complete without a birthday party, and Margaret Bell, chairman of the Reception Committee, has decided on the 13th as the date for this popular event. Among the attractions will be vocal selections by Elsie Ingham Armbrust, sister of our Claire Ingham.

The Christmas party will be held on December 20 and all those attending are requested to bring gifts, not costing more than twenty-five cents. Perhaps you have a white elephant; if so, bring it along. Santa Claus will be there, too,—a really, truly Santa Claus (and who does not believe in Santa!). We are not like the two little lads who were overheard talking about Christmas. Said Jack to Bobby: "Bobby, do you believe in Santa Claus?" "Of course not," replied the wise young man. "It's your daddy . . . same as the devil." These Thursday night affairs have become so popular that the ingenuity of the hostesses is being taxed and Miss Bell requests that as many as can donate a *friendship cup*, including a saucer or small plate. This should solve the problem.

CHANGE OF ADDRESS

Mrs. Elsie P. Fear, room 602, 126 Post Street, Douglas 3327.

Mrs. Lily D. Holden, 8425 Cresthill Road, Hollywood, Calif.

Miss Adele C. Metzner, 808 Leavenworth Street.

Mrs. C. W. Antoinette Montgomery, 3711 Clay Street.

Mrs. Rena Monroe, 235 Waverly Street, Palo Alto.

Miss Muriel Pettit, 900 Powell Street.

Mrs. Ethel Woodruff Sullivan, 156 Twenty-eighth Street. ATwater 6656.

Miss Nancy Foster, 28 Baker Street.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Ethel Johnstone spent Thanksgiving vacation in Yuma, Arizona, and Los Angeles.

Step by step, day by day, Lucia Steidel is with characteristic determination making an excellent recovery from her accident this past fall. She has cast off all appendages with the exception of a sling and it is only a question of time until she will be with us again.

Mrs. Ada Brace, Miss Z. Clements, and Miss Ida Reed drove to Bakersfield to attend the Board Meeting over the week-end, while Mrs. Carolyn Weber and Mrs. Maude E. Empey drove down together.

After attending the Board Meeting December 1 and 2, Mrs. Weber went on to Santa Ana and was the guest of the B. & P. W. Club there on the 3rd. December 4 found her the guest of the Colton Club and from that date until the 8th she is enjoying a visit at Riverside. On the 8th, she plans to attend the Los Angeles District Conference, and on the 10th visit the Coreoran Club, then home. As first vice-president of the State Federation, she has a full calendar.

In a recent letter from Winifred Kerr of Great Bend, Kansas, she speaks of her pleasure in reading THE BUSINESS WOMAN with "its interesting accounts of club activities." Friends will be sorry to learn that her mother's condition remains unchanged and her father has been confined to the house for more than a year. With a note of courage she concludes her letter: "Fortunately neither mother nor dad is suffering and that is surely a blessing."

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THE HOSPITALITY COMMITTEE

Its Beginnings

Reading the current accounts of our Thursday evenings is like "looking backwards over traveled roads."

This activity of the club was initiated by Miss Ida J. Lord while president in 1926, as a further interpretation of that purpose of our organization—to foster close friendships among the members. The idea of maintaining an evening when the club kept open house, was affiliated with the work of the Reception Committee, under the name of the Hospitality Committee.

Eight years ago, our quarters were in the Pacific Gas & Electric Building on Sutter Street. We had a cosy lounge; just one long room, cheerfully decorated. The first Thursday evening did not produce so large a guest list as we now read of. In fact, it required a very vivid and courageous imagination to write publicity that would give the impression of a crowd. Valiantly we reported that "some played cards; some, checkers; some read while others conversed." Now it can be told, that these four activities were indulged in by exactly four members. To those three first guests, sincere thanks have always been given for their steadfast loyalty and assistance.

By the end of the first year, Thursday evening was an established custom; subsequently its utility was extended to various club occasions and co-ordinated with the functions of other committees. When we moved into our present luxurious lounge, wider scope was possible; and the result is the present important position of the Hospitality Committee. Not only does the committee express the club as a hostess, but serving on the committee is one of the best means of becoming acquainted with and known to the general membership.

To look backward in such circumstances is very gratifying; the single-file trail of the pioneer has become a wide highway.

MAY F. RILEY.

INVESTIGATION OF MUNITIONS INDUSTRY

At the meeting on November 20, a motion was carried that the club approve the recommendation made at the Bay District Conference at Berkeley on November 4, that the clubs composing the Federation, and especially those of the Bay District, appoint committees to interview the Congressional representatives in their respective districts and to urge them to use their most earnest efforts to insure the continuation of the investigation of the munitions industry by the Senate committee to which the investigation has been referred.

Accordingly, the president, Miss Sylvia Kempton, appointed the following committee to take the matter up with Senator Hiram W. Johnson, Congressmen Florence P. Kahn and Richard J. Welch: Mrs. Genevieve Allen, Miss Margaret Torreyson, Mrs. W. B. Hamilton, Mrs. Charlotte McClelland, and Miss Naomi Hammond.

The committee telegraphed Senator Gerald P. Nye, chairman of the Senate committee in charge of the munitions investigation, for information as to the status of the investigation, and Miss Kempton received the following reply by fast wire:

"I think we shall have no difficulty getting additional funds when present appropriation is exhausted but appreciate live interest and action of yourself and others. Senate members alone will have to determine the availability of more funds."

Representative Kahn was interviewed by the committee on November 22 and expressed great interest in the munitions investigation. She said she was heartily in sympathy with it, and while the question of continuation was essentially one for the Senate to determine since that body would be the one to appropriate the necessary funds, she would do all in her power to help by interviewing Senators in Washington and urge them to vote for the appropriation.

The committee will report later concerning communication with Senator Johnson and Representative Welch.

GENEVIEVE ALLEN.

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DECEMBER 15, 1934

MAY 7- 1936

RECEIVED
ACADEMY OF SCIENCES

Weekly Program



Coming Events

December 18—Christmas Dinner, 6:30 P. M.

In the Merrill Hall, Western Women's Building.

MIDWINTER JINKS.

December 20—Choral Section, 6:45 P. M.

December 20—Thursday Open House, 8 P. M.

CHRISTMAS PARTY.

Hostesses

Frances Eagan

Edith Nelson

Elizabeth Mowder

Lucy Thompson

Gladys Smith

Allene Schuerbrock

Lucille Caesar

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

MIDWINTER JINKS

Date—Tuesday, December 18.

Time—6:30 P. M.

Place—Merrill Hall, Western Women's Building.

Program—Drama, music, mystery, fun!

Guests welcome.

THE QUEEN'S PROCLAMATION

The official Headsman of the Kingdom of Knowell has returned, and is ready for action. His muscels are sinewy, his axe is sharp. Beware! Beware!

Know all ye, who have not given your Knowell Party, that the time for so doing has been extended to December 31, 1934.

The merry month of December is a jolly time for entertaining, so hurry on with the festivities, and dodge the axe.

CHARLOTTE MCCLELLAND, The Queen.

direction there is no question but what the success of the State Convention at San Francisco in 1935 is assured.

R. C. A.

S'nice Sundays for us'n. Our gambol in the park last week was splendiferous; we spied unfrequented trails, fed squirrels and what say you: Galloped on the wild horses of the Merry-Go-Round! Et at the Chalet, wandered hence into Sutro Baths—new adventure, and rested in the sun on the scenic parapet of Sutro Heights. Quite a happy day.

Sunday, the 16th: Meeting at the terminus of No. 12 Line, the Great Highway and Sloat Boulevard, at 10:45. If old man weather beams, we circle Lake Merced; should he scowl, we turn north and revel with the elements along the beach.

GERTRUDE TUBBS, Recreation Chairman.

CHORAL NOTES

Without taking more than a minute or two for introductions, Mme. Mackay took off her coat and started right in on the job of preparing the Choral in less than two weeks for the Christmas singing. It's a big job, too, for so short a time, but under her masterly, systematic direction, it looks as though it will be accomplished.

Miss Hendrikson, one of our brand new club members, came out for Choral last Thursday and our vice-president has added to her titles that of Choraler Margaret Torreyson. Welcome to the Choral Section, girls. We hope many more will follow in your footsteps.

Mae Barr Long says if she's strong enough, she will be at the dinner on December 18th. We'll be looking for you, Mae!

ELSIE MACLAREN.

IDA M. REED APPOINTED 1935 STATE CONVENTION CHAIRMAN

At the recent meeting of the Board of Directors of the State Federation at Bakersfield, the appointment of Miss Ida M. Reed as State Convention Chairman for 1935 was unanimously and enthusiastically ratified. Miss Reed is especially well qualified to act as Convention Chairman as she served in that capacity at the Coronado Convention several years ago. In addition, she is a past State President, past President of the San Francisco Club, and has been very active in local, district and state B. P. W. C. work for a number of years. Under Ida Reed's

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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

"UNSIGHT—UNSEEN"

Dear Jeanne and Blanche and Mabel,
Charlotte and Hazeldean,
Will you join my Knowell party,
One that's all "unsight—unseen"??

On Saturday, November tenth,
If you will all agree,
You'll be my guests at luncheon,
Though we'll eat it separately.

Dal will be the other guest,
As six besides myself
Is the quota I must have
To earn my Knowell pelf.

Don't think me mercenary,
For you know the Queen's decree
That each guest at this luncheon
Must pay fifty cents to me.

However, since I'm hostess,
I'll send fifty cents to you
So you will have the "wherewithal"
To buy the bites you chew!

So—two from old Connecticut
And one Ohio gal
Please write and say that you will join
The four from Sunny Cal.

And then at noon, November tenth,
In thought we'll span the miles
And clear across the U. S. A.
Exchange some B. P. smiles.

(No one is supposed to know that the clever author of this original invitation is Celia O'Brien.)

There are more than 33 million potential women voters in the United States.

ADVERTISING NOTES

There will be no crowded street cars or no fog-delayed ferries for YOU to worry over if you move into the Casa Nova Hotel for the winter months. It is a delightful home with hotel accommodations and right handy to our club, also shopping district, as the ad. indicates.

Were you among the fortunate group who attended the Bell-Chauvaud Knowell luncheon at the Pierre Chateau? If you were, we do not need to tell you that we can think of no place in the city that offers finer entertainment than this hostelry. Try for yourself, but first of all read their advertisement.

Strolling down Market Street the other day, we were attracted to the beautiful display of Christmas greetings in the window of Patrick and Moise-Klinkner Co., and investigation proved that the cards were as cheap as they were attractive. Last minute shoppers will find a large and exceptionally appropriate selection from which to choose. See their ad. in this issue.

Everyone in the club will want to help Eva Smith Hackett win a trip to Honolulu, just as they aided Charlotte McClelland last year. All it requires is a little thought and purchasing power. Certain firms are sponsoring a free trip in July, 1935, to the three entrants with the highest units. The contest closes January 3, 1935. Cash purchases if credited to Mrs. Hackett will help her win this coveted vacation. In the advertising column you will find a list of the firms sponsoring the trip. We have no time to lose. Let's go!!!

STATE BOARD MEETING AT BAKERSFIELD

From the first moment of arrival to the last moment of departure, there were no doubts in the minds of any present but that our Federation is a unit in progressive work. The reports of the officers and chairmen showed good sound work being pushed forward steadily.

President Maude Empey presided, and she is justly proud of the progress already made.

The Bakersfield Club was a delightful hostess and furnished entertainment of music of just the right sort and length. Monte Bedwell, "The Efficient," was everywhere present to see that the wheels turned smoothly.

The results of the Board Meeting were:

The selection of the Bay District as the convention hostess, with San Francisco as the convention city; the convention dates to be Friday and Saturday, May 24 and 25, 1935.

Election of Monte Bedwell as chairman of the Nominating Committee.

Recompense of ten dollars monthly to treasurer.

Revival of the Ada Margaret Brayton Endowment Fund and other routine matters, including, I think, a recommendation that all clubs change their fiscal year to correspond with state and national fiscal years.

Our Carolyn Weber presided at the luncheon and also was on the panel discussion, "The Right to Earn," conducted by Dr. Florence May Morse. That discussion was spirited, I can tell you, and the members almost choked with the effort to say what was seething inside. Carolyn always brings honor to our club, for whatever she does, is done well.

The meeting was well attended and efficiently run and I feel sure that all members there went home proud of their Federation and its work, and last, but not least, most appreciative of the friendships formed.

I. M. R.

HAVE YOU SENT IN YOUR CONTRIBUTION TO THE CHRISTMAS CHEER FUND?
THERE IS NO TIME TO LOSE.

CHRISTMAS GREETINGS

The staff of THE BUSINESS WOMAN is literally snowed under with Christmas greetings. Therefore, if we should find it necessary to devote the entire Christmas issue to these messages, we trust you will understand. You will be deeply touched as you read these expressions of good-will from members of our club family, far and near.

CONTRACT TOURNAMENT

Winners last Friday were: N&S, Phoebe Wramp and Marie Leeds, 148½ points; E&W, Ida Reed and Hazel Dominick, 138½ points. Congratulations. Second honors: N&S, Mrs. Henry Morris and Mrs. L. F. Baker, 126½ points; E&W, Mary Baker and Hazel Thompson, 130 points.

The committee wishes to thank our loyal members and friends for their co-operation in helping to make this Tournament a success.

JEANNETTE McCURDY and CAROLINE BACHICH.

THURSDAY EVENING, DECEMBER 6

On the above date, the club rooms were not as full as usual, owing perhaps to the fast approaching Christmas season. There were one or two tables of bridge, and the usual flurry of conversation. Omenard dropped in to say hello and was immediately pressed into service, reading palms, keeping busy until the last light was about to go out. Just as there was a pause in activities, who should enter but Sara Ann Magill, and with her were ten charming ladies whom she introduced as her fellow-members of the *Knuttly Knitters Klub*. They are all teachers of knitting, most of them in San Francisco department stores, some coming from Burlingame and San Rafael. They had been attending their monthly get-together dinner and at Sara Ann's invitation came to visit us. We enjoyed having them and hope they will come often.

Sara Rosenberg made us a delicious chocolate cake and Merle Curington brought some tasty nut-bread sandwiches. Needless to say, we enjoyed them with a good cup of tea.

Be sure to come to the Christmas party next Thursday evening and bring the white elephants "camouflagingly wrapped."

E. W. S.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Margaret Torreyson spoke before the Girls' General Assembly of the Alameda High School on November 28, on *Unusual Vocations for Women*.

Miss Clotilde Grunsky entertained over forty-five relatives at a buffet supper in her home in Berkeley after attending the *Big Game*. They came from all over the state.

Mrs. Mae Barr Long is at home and improving rapidly. We are all looking forward to having Mae with us again.

Mrs. D. R. Withers entertained guests from Lodi at the S. F. C. vs. St. Mary's game.

Dr. Susan Harris Hamilton spent Thanksgiving with her sister in Ukiah. While there she met several members of the Ukiah B. & P. W. Club.

Mrs. Thelma M. Gaffigan is entertaining her mother, Mrs. Nora H. Ross of Fresno.

Miss Vivian Yarbrough was confined to her home last week owing to a severe cold.

Louise Stivers' vacation came to a very sad end as she was holidaying in the Santa Cruz Mountains at Kathleen Ayers and Carmen Edington's home at the time of the former's sudden death. From Mrs. Stivers we learned that Lillian Palmer and Emily Williams were there at the last and that members of the Soroptimist Club did everything within human power to take care of the last sad rites.

CHRISTMAS CARDS

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Enjoy the holiday season by adding to your wardrobe a frock or two from

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or even a *chapeau* or coat.

Your needs can all be supplied at the minimum cost for morning, afternoon and evening.

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Sizes for all but specializing in large sizes.

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When shopping in these establishments, please ask for the Hawaiian coupons and send at once to Mrs. Hackett's studio, 1337 Sutter St., or Mrs. Burlingame, club rooms.

REMEMBER PLEASE—Units are doubled on new charge accounts when paid; also units issued now when securing tickets through Peck-Judah for steamships, airplane and bus in California.

IS THERE A SANTA CLAUS?

(The following editorial, which appeared in the New York *Sun*, September 21, 1897, is probably the most famous editorial on CHRISTMAS that ever appeared in an American newspaper. The editorial was written by Frank P. Church, but the authorship was not divulged until after Mr. Church's death in 1906. This is the only time the *Sun* has ever broken its rule of not naming the writer of an editorial. Miss Virginia O'Hanlon is now Mrs. Edward Douglas of East Orange, N. J.)

DEAR EDITOR:

I am eight years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in *The Sun*, it's so." Please tell me the truth, is there a Santa Claus?

VIRGINIA O'HANLON.

115 West Ninety-fifth Street.

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas, how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance, to make tolerable this existence. We should have no enjoyment except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not

see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart a baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man nor even the united strength of all the strongest men that ever lived could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God, he lives and he lives forever. A thousand years from now, Virginia, nay ten thousand years from now, he will continue to make glad the heart of childhood.

(Thanks to Bertha Dale we share with you this classic. In 1934 we too believe in Santa Claus.—EDITOR.)

A bathing suit is a garment with no hooks but plenty of eyes on it.

FRANCIS FLORAL CO.

Service That Satisfies

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You would too if you knew their comfort

F. L. Heim & Son, Inc.

374 Geary Street
Just above St. Francis Hotel

Why not do your holiday entertaining at

PIERRE'S CHATEAU

Where you can DINE by firelight in an atmosphere of Old San Francisco

and enjoy French cuisine at its simple best?
The leisurely charm of the Gold Room and the Candle Room lends itself amiably to the fine art of dining.

But

When you're in a buoyant mood, you'll want to wine, dine and be merry in the picturesque Peasant Room of Pierre's Chateau, the Coin de Provence. Here, to lilting informal music, you can be gay as you wish every night of the week.

For Reservations Phone FIllmore 9870 or 0501

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Portraiture

The personal gift that no one but yourself can present.

Christmas orders must be placed immediately.

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Josephine Hughes Fowler

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

MAY 7 - 1935

No. 50

CALIFORNIA
RECEIVED
DEPT. OF SCIENCES

Vol. 11

DECEMBER 22, 1934

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nan G. Lawrence, 201 California Street
Associate Editor.....Vivian Yarbrough
Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
Advertising.....Madelon de R. Saxon, Dorothy Ralston

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

Weekly Program

Owing to this being Christmas week, there will be no meetings of the Civic or Choral Sections. Open House, as usual, December 27.

Hostesses

Netta Jones

Mabel Lepper

Sara Rosenberg

Vivian Yarbrough

Allene Schuerbrock

Daisy Denis

Helen Goodwin

Christmas Greetings



Christmas! Old as Christianity—the Birthday that all the world celebrates. And the spirit which radiates from that day of days is that of generosity, of peace, of kindness toward our fellow men. We have a long way to go before the goal of universal peace and brotherhood will be reached—but let us not forget that we have also come a long way. The animosity of nations is but the animosity of individuals intensified, and if we can learn to live and let live, perhaps nations can also learn.

May every member of our club have a very Merry Christmas and a most Happy and Prosperous New Year.

SYLVIA KEMPTON, President.

PLEASE NOTE—BUSINESS MEETING

Wednesday, January 2, 1935

Due to the fact that New Year's Day 1935 falls on the first Tuesday of the month, the Regular Business Meeting of the Club will be held Wednesday, January 2, 1935.

GRAYCE DEMPSEY, Recording Secretary.

R. C. A.

The Curran Theatre offers a Vaudeville Show for the holidays—advance notices are not very enlightening as to whose who, but tennie-rate, there will ening as to who's who, but tennie-rate, there will be a little theatre party on Saturday Night, December 29th, and the price will be 55c. I would appreciate your prompt reservation if interested. And how about dinner beforehand!

Hi—Friends—a Gleeful Krismus to youse!

GERTRUDE D. TUBBS, Recreation Chairman.

To all my fellow club members:

Fondest Remembrance and all good wishes for the merriest Christmas and the happiest New Year that you have ever enjoyed. "Peace on earth, good will toward men."

ANITA K. MAYER, CORSET SHOPPE

With sincere wishes for a
Very Merry Christmas and
A Happy New Year
GENEVIEVE ALLEN

Here's a hearty hand clasp,
A word of greeting, too,
For peace and joy and plenty
At Christmas and the New Year through.
EDITH CLARK
SHIRLEY RADKE

May the joys of the season be yours
MARY BAKER

THE SEASON'S GREETINGS
To Members, old and new
BERTHA J. DALE

Best wishes for a very
Merry Christmas
and
A Happy New Year
ISABELLE E. BANZ

MINNIE DUMAS
wishes you all a very Merry Christmas
and a Happy New Year

I'd walk a mile,
Yes, and maybe two,
For the chance to say
Merry Christmas to you.
MARGARET BELL

Compliments of M. J. B. Co.
M. J. B. Coffee—Tree Tea
M. J. B. Rice
C. FARRELL, Cashier

Extending the hearty old, happy old greeting,
That only grows sweeter with every repeating—
Merry Christmas!
ROSE BEZEK

ELSIE FEAR
extends warmest greetings to
members and friends

GENE S. BISHOP
sends affectionate Yuletide greetings
to all members and friends

All good wishes for a right merrie
Christmas and a happy New Year
CLOTILDA F. GABRIELE

Christmas Greetings
and
New Year's Cheer
MINNA C. BROWN

May the joy and peace of Christmastide
Remain with you through the year,
LEOLA M. GOOD

Wishing you all happiness at this joyous season
and every day of the coming year
LUCILLE CAESAR

From "Greb-bie" to YOU
To all members and friends, a heart filled with
sincere good wishes for a very merry Christmas
and a glad New Year.
IDA ROSE GREBINAR

Wishing all the Club members
THE SEASON'S GREETINGS
ROSE O'BRIEN'S DRESS SHOP

"God bless us every one," says
Tiny Tim, and so says
LILLIAN M. HALL

To you who work and walk with me, the
Season's greetings will hang on every
tree, not only during this festive sea-
son, but throughout the coming year.
SUSAN HARRIS HAMILTON

With every good wish for a
Happy Holiday Season
AMANDA HEUERMANN

SEASON'S GREETINGS
ETHEL M. JOHNSTONE

Merry Christmas wish I thee
And that the coming year may be
Unshadowed by a grief or fear,
Undimmed by sorrow, sigh, or tear.
May Christmas joys bring blessings sweet
And Holy Angels guide thy feet
Safely o'er the untried way
That opens on the New Year's Day.
HAZEL JACOBY

May the joys of the
Christmas Season
be yours
NETTA JONES

Across the miles my greetings go
With friendly wishes warm and true;
May Christmas joys with others shared
Make bright your paths the New Year through.
WINIFRED KERR

Greetings to all of you
Far and near—
For a Merry Christmas
And a Happy New Year.
MINNIE E. KORN

May Yuletide gladness fill your heart
Not just on Christmas Day,
But may its brightness never cease
To cheer you on your way.
MAE and JACK LONG
MOTHER and DAD OSGOOD
ATHALIA and ALLISON

Merry Christmas and a Happy
New Year
IDA J. LORD

MARY ELEANOR'S
extends Yuletide Greetings and
all good wishes for the
coming year

All joy be yours this
Christmastide
ELSIE MONTE

With the best of all good wishes
For Christmas and the coming year.
JESSIE D. McKINNEY

THERESA MEIKLE
wishes you all a very merry Christmas and
Happiness through the coming year

MY WISH
I will not wish you riches, nor the glow of great-
ness,
But that, wheresoe'er you go,
Some weary heart will gladden at your smile,
Some weary life know sunshine for a while,
And so your path will be a track of light
Like angels' footsteps passing through the night.
HULDA McGINN

One good wish deserves another
At this time of cheer,
So to Merry Christmas
I'll add A Glad New Year.
MARY F. MOONEY

"Bless You, My Children"
MARGARET MARY MORGAN
Christmas 1934

CHEERIO
to all my friends
RAE MORROW

Best wishes to all for a
Very Merry Christmas
and
Happy New Year
ELIZABETH MOWDER

Christmas Greetings to all my Friends
from
VIOLET NEUBURG
Notary Public
Room 740 111 Sutter Street
EXbrook 3344

The Top o' the Season to You!
The name that harks back to the Emerald Isle
Greets you this Christmas in Limerick style.
May no ills be troublin'
But all your joys doublin'
To make the New Year one worth while.
THE HOUSE OF O'BRIEN

Here's wishing you all
Just heaps and heaps of joy
LOUISE O'HARA

Merry Christmas and Happy New Year!
To everyone (this means YOU)
LILLIAN PALMER
EMILY WILLIAMS

NELL PALMER
sends Season's Greeting
to all
members of the Club

Wishing all our members Christmas Cheer
And Happiness throughout the coming year.
PEARL PARR

Good Cheer—Good Times
Merry Christmas
and a Happy New Year, too
DAISY K. PRECHTEL

MERRY CHRISTMAS
HAPPY NEW YEAR
FRANCES EFFINGER RAYMOND
LUCIA RAYMOND STEIDEL
ELIZABETH STARBUCK ADAMS

TO THE OFFICERS AND MEMBERS
OF OUR CLUB:

May your Christmas be a merry one and the
New Year full of happiness and prosperity.
MATILDA J. SCHIMPF
(MERRY SUNSHINE)

THE SEASON'S GREETINGS
to all our members, old and new
NETTIE B. SMITH

DR. ADAH RUTH TAYLOR (Chiroprapist)
extends to you best wishes for a
happy holiday season

May Christmas bring you joy and the
New Year be one of abiding happiness
MARGARET TORREYSON

Best wishes to all for a
Very Merry Christmas and
Happy New Year
HARRIET P. TYLER

CO-OPERATION is like unto good-will;
Let it be our watchword till we our hearts fill.
When this happy state with its spirit of mirth
Becomes universal, we have Heaven on Earth.

But you and I need not wait for the rest;
When we have discovered whence lies our quest,
We can blaze the trail to a great new Light
Where in joy and confidence our troth we plight.
HARRIET B. WARD

CHRISTMAS CARDS
Patrick and Moise-Klinkner Co.
560 Market Street

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

JANUARY 12, 1935

No. 2

Weekly Program



Coming Events



January 14—Book Section, 7:30 P. M.

January 15—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Dr. Elene de Laurentiis.

January 17—Choral Section, 6:45 P. M.

January 17—Thursday Open House adjourned
to the Fairmont Hotel for Annual
Card Party.

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

DR. ELENE DE LAURENTIIS

TUESDAY EVENING—JANUARY 15

ITALY AND THE FASCISTS

Speaker, Dr. Elene de Laurentiis, a young
lawyer from Rome now on a fellowship at the
University of California, studying political
science.

Dr. de Laurentiis is a charming young
woman, a most able speaker, who grips your
interest and attention the moment she speaks.

A program you cannot afford to miss and
one we are justly proud to present.

CAROLYN WEBER, Chairman.

BOOK SECTION

The Book Section meeting is scheduled for Mon-
day evening, January 14, 1935, at which time we
shall have an interesting program given by two of
our talented members.

Miss Claire Ingham promises us a Shakespearean
program. Miss Ingham's ability in dramatic recital
is well known to all of us and we are looking forward
to a special treat in this program.

Mrs. Olive Chauvaud will tell us something of her
experiences in Russia, and give us some highlights
on conditions in that troubled country.

Please be present at 7:30, and bring as many
guests as you wish.

CORNELIA SEELEY, Chairman.

ANNUAL CARD PARTY

GOLD BALL ROOM

FAIRMONT HOTEL

THURSDAY EVENING, JANUARY 17

\$3 a table

75c a ticket

Three Door Prizes: \$5.00—\$2.50—\$2.50

Individual Prizes for Each Table

Please bring your own playing cards.

Play what you will, but be sure to come to this outstanding event in the club
year, which your committee plans to be bigger and better than ever. Lighten
their task by making this your personal affair and when you read this announce-
ment immediately determine the number of tickets you desire and telephone
Mrs. Burlingame or any member of the committee. Bring as many guests as you
desire, or come alone.

Remember the success of this party rests with YOU.

Your chairman,

ROSE BEZEK.

The Business Woman

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San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

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OFFICERS

President..... Sylvia Kempton
First Vice-President..... Margaret Torreyson
Second Vice-President..... Marion Morris
Recording Secretary..... Grayce Dempsey
Treasurer..... Amanda T. Heuermann
Auditor..... Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

CHAIRMAN OF STANDING COMMITTEES

Finance..... Alice B. Kennedy
House..... Elsie T. Monte
Membership..... Dr. Adah Ruth Taylor
Program..... Carolyn Weber
Reception..... Margaret Bell
Publicity..... Genevieve Allen
Ways and Means..... Marion Morris

CHAIRMAN OF COMMITTEES AND SECTIONS

Book..... Cornelia Seeley
Choral..... Ida Rose Grebinar
Civic..... Naomi Hammond
Dramatic..... Thelma M. Gaffigan
Events..... Gertrude D. Tubbs
Historian..... Nan G. Lawrence
Remembering..... Ida M. Reed
Sunshine..... Matilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays

R. C. A.

Routine, regularity, monotony: As was said in Grand Hotel, "nothing ever happens," yet by day life teems with the unusual which passes on unnoticed. Apropos of our recreations, for the moment novelty is exhausted, still our loiters in and around San Francisco ever present changing pictures, congenial contacts, fleeting hours. For January we have walks in familiar haunts, varied eats. Theatres are dormant. One definite highlight of the morrow is the dollar opera arriving next month. Mark you: Thursday, February 22nd, we attend the matinee of "Madam Butterfly," in the best of seats. Save your dollar and come along. Others, perhaps, will be "Samson and Delilah"—"La Tosca"!

Walking program, next week.

GERTRUDE D. TUBBS, Recreation Chairman.

CHORAL NOTES

A small group of Choralers braved the stormy weather to attend the first meeting of the year 1935. It was most encouraging to find Gertrude Tubbs there after an absence of several months (she dodges the Christmas singing) and Cornelia Seeley, who deserted the Choral for a year. A brand new member who was much enthused over her first Choral meeting is none other than Dr. Crete Crockett, an advocate of community singing. This was a good start for the new year and if such progress continues, the goal of fifty voices for the State Convention in May will be attained before very long.

All those who would like to be with the Choral, be sure to come to the first meeting that you can, the sooner the better. Mme. Mackay has already started the Choral on three new songs for its repertoire, songs that are well known and well liked.

ELSIE MACLAREN.

TICKET FOR 1935

In accordance with Article IX, Section 2, of the By-Laws, the Nominating Committee herewith submit, for your consideration, candidates for office during the term 1935-36. In presenting these nominees to you, we want you to know that we have given each one a great deal of thought and that we feel that each one is qualified to fulfill the post. We take pleasure in presenting the following candidates:

President—Miss Margaret Torreyson.

First Vice-President—Mrs. Alice Kennedy, Miss Marion Morris.

Second Vice-President—Mrs. Genevieve Allen, Miss Nell Boardman.

Secretary—Miss Nancy Foster, Dr. Adah Ruth Taylor.

Treasurer—Mrs. Amanda T. Heuermann.

Auditor—Miss Ethel Johnstone.

Directors, of whom two will be elected: Miss Margaret Bell, Dr. Phyllis Bourne, Miss Florence M. Calderwood, Miss Edith Floyd, Miss Nan Lawrence, Mrs. Maude McLaughlin, Mrs. Reta Marshall.

Respectfully submitted,

GRAYCE DEMPSEY,
CHARLOTTE MCCLELLAND,
LILIAN ELIAS, Chairman.

Section 3, Article IX, of the By-Laws, provides that: "Any twenty-five members of the club may compose an alternative ticket of candidates for the Board of Directors and officers upon their signing the same and filing it with the secretary of the club at least two weeks before such annual meeting of the club, and the list of candidates so proposed shall be posted upon the bulletin board by the secretary within two days after filing, and thereupon such alternative list or ticket shall be also voted upon at such annual meeting.

GRAYCE DEMPSEY, Recording Secretary.

Mrs. Margaret L. Clark, president of the Los Angeles B. & P. W. Club, was the dinner guest of Miss Z. Clements at the Western Women's Club on January 2. As our business meeting was in session at this time, many of our members had the privilege of meeting Mrs. Clark, who briefly addressed us. Los Angeles is indeed fortunate to have so gracious and gifted a president.

Time flits away: it will not stop or stay:
Today, Today, love, work and play.

ELECTION BOARD

At the business meeting on January 2, 1935, the president appointed the following members to serve as the Election Committee, at the election on February 5, 1935: Ednah Butler, chairman; Anne Attidge, Jene Bishop, Enaid Jones, Belle Simmons.

GRACEY DEMPSEY, Recording Secretary.

REPORT OF CHRISTMAS WELFARE COMMITTEE

The work of this committee was carried on this year on a somewhat smaller scale than has been customary in the past. Chief among the reasons for this curtailment was the fact that funds available for this work were much less than usual.

It having been our custom in the past to reach and give preference to the unemployed or temporarily embarrassed business woman, the committee decided not to attempt to furnish any dinners but instead to devote its entire attention to the business woman. Accordingly, with total funds available amounting to \$178.40, the committee made the following disbursements:

Silk stockings (13½ dozen pairs).....	\$ 97.35
Toothbrushes and tooth paste.....	35.64
Cash gifts to our own.....	20.00
Wax paper, envelopes, seals, Christmas cards and wrappings.....	1.50

Total expenditures.....\$154.49

This leaves an unexpended balance in the fund of \$23.91.

We wish to take this opportunity of thanking the members for their contributions to this work.

The personnel of the committee was Isabelle E. Banz, Agnes V. Bowyer, Nettie Smith, Lydia Floan, Jean Kerrison, Lillian M. Hall, Belle McDonald.

Respectfully submitted,

MAE BARR LONG, Chairman.

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Posture and Deep Breathing Exercise
Three times per week—\$5.00 per month

DON'T TAKE A CHANCE

of ruining an otherwise perfect costume by wearing the incorrect foundation garment. Before selecting your new gown, drop in to see Anita K. Mayer, who is in the midst of her

JANUARY CLEARANCE SALE

You'll be sure to find exceptional value and the personal service of

ANITA K. MAYER

Foundation Garments—Lingerie—Hosiery

362 Geary Street SUTter 8538
Near St. Francis Hotel

THE CLUB'S SYMPATHY

Our hearts go out in sympathy to Mrs. Hazel Jacoby and her sons in the death of the former's father, Mr. Louis Hostetter. Mr. Hostetter, who made his home with Mrs. Jacoby, was taken to the hospital last Saturday and passed away on the day following.

"What is death

To him who meets it with an upright heart?

A quiet haven, where his shattered bark

Harbors secure, till the rough storm is past;

Perhaps a passage overhung with clouds,

But at its entrance, a few leagues beyond

Opening to kinder skies and milder suns,

And seas pacific as the soul that seeks them."

HURDIS.

You will smile through the miles of 1935
if you are wise enough to lay in a supply of

Dr. A. Reed
CUSHION SHOES

F. L. Heim & Son, Inc.

374 Geary St. Just above St. Francis Hotel
SEMI-ANNUAL SALE now in Progress



- COMFORT AND QUIET.
- ELEGANT ATMOSPHERE
- CONVENIENT LOCATION
- UNEXCELLED CUISINE...
- GARAGE IN BUILDING
- RATES WITH BATH as low as... \$3.50

■ San Francisco's Newest and Most Modern Downtown Hotel

SIR FRANCIS DRAKE

POWELL AT SUTTER

CLUB NOTES

THELMA M. GAFFIGAN

We were very happy to hear of the marriage of Miss Ora Hawkins, formerly of Alturas, who has been a welcome figure at many of our recent gatherings. Miss Hawkins was married on December 31.

Misses Clotilde Grunsky and Callie Bachich were house guests in Mill Valley, celebrating New Year's Eve with a large party and climbing Mt. Tamalpais on New Year's Day.

Miss Grayce Dempsey left the wild of the Contra Costa hills to come to the big city of San Francisco to celebrate New Year's Eve.

Mrs. Amanda Heuermann's family from Woodland joined her in San Francisco to enjoy the holiday season.

Dr. Crete Crockett spent the holiday week in Oroville with friends. While there, her hostess gave her a birthday party on December 24. We all wish Dr. Crockett many happy returns.

Mrs. D. Roach Withers spent her holidays on her ranch at Galt.

Mrs. Frances Effinger Raymond, who attended the National Commercial Teachers' Association convention, held annually in Chicago, gave the welcome for California. She was surprised and delighted to have the orchestra follow her address with "California, Here I Come," while the entire membership gave her an ovation.

Miss Margaret Mary Morgan had Miss Z. Clements as her dinner guest Christmas Day.

Mr. Jewell Stivers visited his daughters, Mrs. Cecilia Spade and Mrs. Louise Stivers, during the holiday season.

ADVERTISING NOTES

There is not a word we could add to the advertisement of the Sir Francis Drake Hotel. We all know that in all of these United States there is nothing better and not many as fine.

"The Whys of English" is not just another course. Lately, some of us have been offered English courses, all good, no doubt, but much the same as those we've had before. So, with one hasty reading of the announcement, we've tossed it gracefully in the waste basket. Elsewhere in this issue is the announcement of a new course—one that "gets down under." Judge its merits for yourself by attending a free lesson next Tuesday, January 15, at 7:1 P. M., Women's City Club.

You know and I know the average business woman does not have sufficient exercise and that in the course of time comes what is termed the *middle age spread*. Browsing about in our eternal quest for advertisements which would be beneficial to our membership, we learned of the Continental Health Clubs, Inc., from one of our satisfied members. We were astonished at the low cost and the amazing results achieved. It's well worth investigating. They will extend the courtesy of the club free of charge on your first visit, and their advertisement in THE BUSINESS WOMAN will admit you.

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Instructor and co-author of the textbook

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(A 16-lesson course)

you are invited to a free lesson

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of all fall and winter stock . . . augmented by a charming array of new spring prints.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

JANUARY 19, 1935

No. 3

Weekly Program



Coming Events

January 24—Choral Section, 6:45 P. M.

January 24—Thursday Open House, 8 P. M.

Hostesses

Edith Floyd

Allene Schuerbrock

Ednah Butler

Dr. Harriet Ward

Ethel Sullivan

Doris Lindegren

Olive Chauvaud

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CHORAL NOTES

The Choral is progressing nicely, thank you, both as to membership and harmony. Although there were no new members last week, five holiday vacationists returned and it was good to have them back.

The new songs sound so well, even though there have been only two lessons on them, that the Choralers felt they could not forego their hour of music because of the card party and met on Tuesday, the night of the program dinner meeting, adjourning in time to go upstairs for the lecture.

The next meeting will be held at the usual time and place, starting promptly at 6:45 to take advantage of every possible moment. If you like to sing, you are invited to attend.

ELSIE MACLAREN.

BAY DISTRICT CONFERENCE

January 19-20

That you may more fully realize the efforts on the part of the Watsonville Club to make the Bay District Conference a never-to-be-forgotten event, we quote from the January number of the Watsonville *Sauce and Applesauce*:

"Everything is working out so beautifully there surely must be more than one fairy waving her magic wand over our efforts to give our visitors a pleasant, worthwhile convention. After our fun and frolic on Saturday night, which promises to be a gala affair, comes Sunday with its Executive Board breakfast, business meeting, round tables, and then luncheon, which brings us to the zenith of happiness—for our speaker is no less a personage than Judge Mary M. Bartelme, who has been judge of the Juvenile Court in Chicago for so many years. President Jane and Mary Y. heard her in Chicago and their report of her makes us want the twentieth to hurry and get here."

SAN MATEO ENTERTAINS JANUARY 24
NINTH INSTALLATION

Dinner, 7:00 P. M. One Dollar per plate.

Chinese New Year! Come in suitable costume if you can. In any event, COME!

DRAMATIC NOTES

Despite the rain, a number of members of the Dramatic Section met Tuesday evening with Mrs. Hackett, which is always a pleasure as well as edifying.

Each member was given an opportunity to read a passage from a well-known work and to recite a selection which had been assigned at the previous meeting. We also did our grace exercises and Mrs. Hackett is pleased at the progress we are making in handling our feet with more grace and less dead weight.

Our worthy directress is adding to our curriculum a new line of work: the dramatization of poetry and the practice in the use of synonyms, all of which is most interesting.

We are happy to greet as a new member to this section, Miss Enaid C. Jones. If this young lady's ability in the Dramatic Section is to be judged by her accomplishments in the home, she is off with a flying start.

We more than welcome any prospective members who would like to visit us—come and see for yourself how interesting and instructive an hour may be made.

The next meeting will be held at the club rooms on the fourth Tuesday of January, but the following meeting, which will be our regular session with Mrs. Hackett (the second Tuesday in February), will be held at Mrs. Hackett's Studio, 1337 Sutter Street. This is to be a gala night. Members of the Section will be further advised by mail.

JOSEPHINE RUDASILL.

The Business Woman

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San Francisco

Telephone, Prospect 8347

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Single copies......05

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Rae Morrow.....Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays

SAN LEANDRO INVITES US

On Tuesday, January 29, the San Leandro B. & P. W. Club hopes to entertain many of our members at a Public Relations dinner to be held at the Social Hall of the Broadmoor Church. Many representatives of the Bay clubs plan to attend and this will be an excellent opportunity to renew friendships formed at previous gatherings. Time, 6:45 P. M. Price of dinner will be 85 cents. Please make reservations with Mrs. Burlingame as soon as possible.

THE POSTER EXHIBIT

Through the courtesy and with the co-operation of O'Connor, Moffatt & Co., our club had a window display in their store at O'Farrell & Stockton Sts. on January 16 and 17, of the posters selected as the best in the National Federation Annual Poster Contest. The winning posters, three of which received honorable mention, and ten others considered of sufficient merit to be included in the Poster Exhibit, which is touring twelve cities, were on exhibition. The exhibit will be returned later to New York to be shown there during National Business Women's Week, March 17-23. Mr. Fisher, head of the advertising department of O'Connor, Moffatt & Co., had an attractive arrangement of Business and Professional Women's apparel as a background for the poster display.

GENEVIEVE ALLEN.

Our latest *fallen* member is none other than Miss Grace K. Anderson, who while at San Jose preparing her column for the San Francisco Examiner fell and broke her arm. On her return to San Francisco the X-ray revealed the necessity of a brief sojourn at St. Luke's Hospital. We might add some people get all the breaks, but this is too serious a matter for us to indulge in puns. We sincerely trust Grace is over the worst and will not suffer long from her unfortunate accident.

HONORABLE MENTION

Carefully guarded at the club rooms you will find a badge bearing the following inscription:

"Honorable Mention
Out-door Christmas Tree
Association of California
1934 Contest"

This means that Margaret Bell and her helpers are more than repaid for their effort in making our Christmas tree, which so many of us have enjoyed, one of the loveliest in the city. In the eyes of many the beauty of the tree, which was the gift of Mr. H. M. Cooper, business manager of the P. G. & E., Auburn, California, even void of the embellishments, more than merited the award of which we are very proud.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Edith Clark is just recovering from a severe illness, but hopes to be with us soon again.

Mr. and Mrs. W. B. Hamilton spent their Christmas day alone, the first during their forty-six years of married life. We need scarcely add it was a perfect day.

Mme. Agnes De Vano, a member of the Denver B. & P. W. Club, was a visitor in the club rooms last week.

Mrs. Bright Tartarian attended a wedding in Fresno on January 5, spending the week-end with friends there.

Mrs. Leora M. Butler just returned from a visit with her brother in Los Gatos, also visiting in San Jose.

Miss Lillian Elias entertained guests from Los Angeles and Carmel, spending one week-end this month in San Mateo.

Old members will be saddened to learn of the recent death of a former member, Mrs. Ruth C. Tonkin.

Miss Vivian Yarbrough was one of a merry party to enjoy the snow in Colfax and vicinity over the week-end.

Those attending last Thursday Open House were especially charmed in meeting Miss O. E. Coates who hails from Munder, Natal, South Africa. San Francisco was one of her stop-overs on her round the world tour. Miss Coates, who was the guest of Miss Netta Jones, says the existence of clubs in her country is prohibited as two million people constitute the entire population. In making this trip, Miss Coates is but fulfilling a childhood dream which proves that anything can be achieved if we put forth sufficient effort. Let's start a 'wishin'!

THE CLEARANCE SALE CONTINUES

making a BIG SWEEP of all fall and winter stock. Added to this are PRINTS and COMBINATION PRINTS (Fashion's last word)

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R. C. A.

Ha! Ha! What a break we sometimes get! Sunday last chirped up with sun and sprightly air. A dozen of us gals tramped the Presidio, the parade grounds, the air field, over to the Palace of Fine Arts (you should see the bird life in that lagoon), the Marina, Fort Mason! Everything clicked! And we eat! Our Hazel Ramon spread us goodies and heaps of coffee (Hills Bros.—you know); of course, Stella was right there with the greetings—at their cozy apartment in Webster Street. Oh, it was s'nice of them: Fancy a horde descending upon you for food after such a walk! How we all talked! Later we were off for the Mary Louise Phelan Home in Washington Street, there to snoop into the privacy of that departed lady. It was a Great Day!

Sunday—the 27th—again we walk—details next issue.

Monday—the 28th, comes a show to the Curran. That splendid young actor, Douglas Montgomery (mix him not with Robert Montgomery) will be here in the lead in a play called "Merrily We Roll Along." Said to be dramatic and worth while. Price in our usual seats—55c. Get in touch with me.

Dollar Opera: Matinee, Washington's Birthday, February 22. "Madam Butterfly," price at \$1.10. Only sent for 18. Saturday Night, March 9, "La Tosca"—same price. Only sent for 12. Check for \$33 nearly cleaned me, so soon after the holidays—if interested contact me at once.

GERTRUDE D. TUBBS, Recreation Chairman.

Jean E. Kerrison, Secretary

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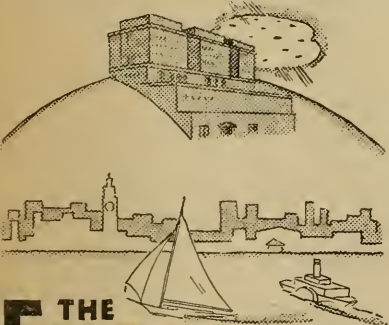
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EXCHANGES

The joys of the editor of THE BUSINESS WOMAN are legion. During the past year one of our greatest privileges and inspirations has come from the exchange of publications, among which we would mention: *Boston Woman's Forum*, *San Jose Spokeswoman*, *New Bedford Forecast*, *Alameda Scrool*, *San Diego Bulletin and Scratch Pad*, *Business Woman Legislative Council of California*, *Oakland Herald*, *Los Angeles Newsletter*, *Watsonville Bulletin*, *Kansas City Bulletin*, *Colorado Business Woman*, *Tel Hi Tatler*, *Alhambra El Mirador*, and *Monterey Peninsula Bulletin*.

"KNOW-WELL" A LA MEDICO

Sunday evening, crisp and clear; atop our Telegraph Hill; through a mystic niche-like approach, I found myself within a patio of inviting abodes; located my number, knocked and found welcome in an apartment enlivened with well-groomed women of our club, amidst an atmosphere of allure. Oh, the beauty of it! The rich glamor of the Orient, commingled with the artistry of the Occident; spaciousness, luxuriance, hospitality. From a coquettish veranda, the bay below swished with tantalizing lights and shadows to intrigue the imagination. To me, a great privilege to participate, to linger upon the glory of the canvas. However, the hostess was bounteous with appetizers, viands, liqueurs, all served with ease and poise so restful, whilst the cruel hours leaped for the midnight gong. Grudgingly, I departed, a Cinderella, true enough. Memory will ever recall to those attending, the outstanding Know-well Party of our Dr. Margaret Chung.

GURTY.

To Miss Mary Day Barnes of Mary Eleanor's we are indebted for a beautiful picture which will be hung in time for our house warming Thursday, January 31.

JANUARY TENTH—BIRTHDAY NIGHT

Were you there? If so, you will know the large attendance we had to help the birthday queens celebrate.

Mme. Mackay commenced the festivities of the evening by rendering several delightful solos, accompanied by Mrs. Dorothy Noumman.

Cecil D. Hamilton and Blanche Hamilton presided at the heads of the birthday table, which was covered with a beautiful banquet cloth kindly loaned by Bright Tatarian. The length of the table was decorated in a charming arrangement of silver bells and balls. (I suspect this was the work of our own Margaret Bell.) There was a delicious birthday cake, topped by colored candles, from one of our past presidents, Ida Lord, and another tempting cake from Josephine Rudasill.

The committee in charge of our ever-charming Margery Shaffer presented each birthday queen with a birthday card and a latest model automobile to carry her through the year. Margaret Bell received a tow car—so the queens can call her to their rescue in case of a breakdown.

Our youngest birthdayite was the mother of Matilda Schimpf, who will be eighty-six years young the latter part of this month.

Allene Schuerbrock, who never fails us, brewed refreshing tea and kept yours truly slicing lemons for seventy cups!

Happy birthday to all of our January girls!

LUCILE H. CORDEY.

As a sign of the times, we are told about the following notice which appeared in a church calendar

OUR ANNUAL STRAWBERRY FESTIVAL
WILL BE HELD NEXT FRIDAY

ADMISSION 35c

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and enjoy French cuisine at its simple best?
The leisurely charm of the Gold Room and
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When you're in a buoyant mood, you'll want to
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For Reservations Phone FIllmore 9870 or 0501

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Vol. 12

JANUARY 26, 1935

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No. 4

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ACADEMY OF SCIENCES

Weekly Program



Coming Events

January 28—Civic Section, 7:30 P. M.

January 31—Choral Section, 6:45 P. M.

January 31—House Warming, 8 P. M.

Hostesses

Maude McLaughlin	Ethel Ray
Florence Hogan	Anne Attridge
Claire Ingham	Allene Schuerbrock
Barbara Greene	

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

OUR HOUSE WARMING

Whether or not you are a *regular*, you must be sure to attend Open House, January 31. This is a very special event and will take the form of a *House Warming*. As we all know, the lounge is being done over and on the 31st will be used for the first time. Margaret Bell, hostess chairman, who has become famous for her unique entertainment, has several surprises planned.

Incidentally at this gathering Miss Bell and Mrs. Schuerbrock will be hostesses for those who have served so efficiently on their committee during the past year.

R. C. A.

Sunday—January 27—Walking. Meet at the terminus there, end of the Nos. 1 and 2 Lines—in that barnlike edifice, at 11. Up the road to the grounds of Fort Miley to give the once-over to the new hospital; down to Harding Boulevard, to the Legion of Honor, to see what's what; through Lincoln Park to the "Fat Boy Barbecue" for cats. Thereafter through the Presidio lanes out near the bridge activities.

Monday—January 28—at the Curran Theatre. Price 55c. To enjoy Douglas Montgomery in the lead of that "Merrily We Roll Along," listed as one of Broadway's ten best this season. Dramatic and interesting. Seats with me.

Friday—February 1—at the Columbia. Scottish Musical Play, "Bonnie Prince Charlie." Said to be a romantic diversion having to do with the Stuarts. Boosted as a fine aggregation—Detroit gave them "sold-out" performances. They offer seats at 55c, so, sez me, let's take a chance. Want-a come, let me know.

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

Miss Naomi Hammond, chairman of the Civic Section, announces that a most interesting program has been planned for January 28. This program, which is to be presented by our own members, promises to be one of the best of the meetings given under Miss Hammond's direction.

Our own inimitable Mrs. Raymond, who has just returned from a sojourn in the East, where she attended the National Federation of Commercial Education, will give us her impressions of the changes which our system of education is undergoing, as well as her impressions of the economic situation generally. She has been asked to forecast 1935 for us. Probably no mind in our club is more alert to the trend of conditions generally, and it will be a treat to get Mrs. Raymond's views.

Because of the interest in our present national and state legislative programs (due to the many proposed bills, they are somewhat of a muddle to most of us), it has been arranged to have these two programs discussed to our complete satisfaction. Mrs. W. B. Hamilton, who keeps all matters of national legislation right at her finger-tips, has consented to discuss the national program, and Mrs. Letitia Farber, whom our members are always most anxious to hear, will give us her views on state legislation. An evening would be more than well spent listening to either of them and the members of the club are most fortunate in having the opportunity to hear both.

Remember the date—January 28—and let all possible by their attendance manifest their appreciation of the fine work done by the Civic Section at this their last program.

◀ INSTALLATION DINNER, FEBRUARY 16 ▶

JAN 25 1935

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Margery E. Shaffer
Betty Walton

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Executive Secretary

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except Saturdays

A BIG THANK YOU!

Your card party committee chairman wishes to thank the members of her committee for their help and co-operation in making the card party a success. She especially wishes to thank Mary Baker for the mimeograph work, Josephine Rudasill for her assistance as secretary, and Marion Morris, Florence Attridge, Thelma Gaffigan and Enaid Jones for assisting in contacting members.

ROSE BEZEK, Chairman.

OUR ANNUAL PARTY

Who has not given heed to the strange way time has of rolling round and slipping up on us? In our club life we no sooner seem to become organized and functioning one hundred per cent than it is time to say farewell and pledge our support to a new administration. It is too early to announce program plans, but it is not too early to keep February 16, the date of our Installation Dinner, in mind. From personal experience we would say if the handclasp of friends, old and new, an assembly of brilliant women, delightful surroundings and program, and a perfect cuisine mean anything, you will let nothing prevent your attending the Installation Dinner, February 16, at the Sir Francis Drake Hotel.

DR. ELENA DE LAURENTIIS

Sound defense of the principles of Fascism and a stirring picture of the position of women in Italy today is what Dr. Elena de Laurentiis gave us at the dinner meeting, Tuesday evening, the 15th. She is an interesting young person, very much the student and also very much in love with California.

"I would like to stay here, I enjoy Berkeley and the International House," she says. "We are so delightfully welcomed and entertained wherever we go; Boston was fine (she spent last year at Radcliffe), but California is best of all."

Dr. de Laurentiis sang for us too, in a natural, un-

inhibited voice, and accompanied herself on the guitar. Her songs called up pictures of beautiful blue bays, moonlight nights and the beauty of southern stars; how lovely her husky voice would be drifting over water!

Apart from Dr. de Laurentiis' charming diction and the interesting pictures she gave us of life in a land entirely foreign to our own, was the sense of frustration she conveyed. An intelligent, well educated woman, she is not eligible in her own country to enter the judiciary, to teach in a university or to choose a diplomatic career. "Southern Europe is closed to women in this last career," she says.

"But the condition of women has changed greatly since the war," concluded our speaker, "and they are becoming very active in the important problem of public assistance." "Many a husband used to lock his wife in when he left home for a journey," says our observant Dr. de Laurentiis, "but not any more, not any more!"

VIVIAN YARBROUGH.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Margaret Dailey recently spent several days at Palm Springs and toured the desert country.

Miss Mary G. MacAlcer just returned from a lovely two weeks' visit on the Halton Ranch in the Carmel Valley.

Everyone is happy to know that our much loved Mrs. Frances Raymond is back with us, after her trip to Chicago.

Mrs. Lucia Steidel is getting better fast and is working half days. Those attending the card party at the Fairmont last week were happy to see her there.

Mrs. Carrie Cheesman attended the dinner meeting last week, her first meeting as a member of our club. Mrs. Kathleen Pryor also attended the dinner. She is transferring her membership from the Redwood City Club.

Mrs. Carolyn Weber presented the Redwood City Club with its charter last Wednesday evening at an impressive ceremony. The Redwood City Club has joined the National Federation of the B. & P. W. Clubs.

Miss Margaret Torreyson will speak to the members of the Oakland B. & P. W. Club on January 31 on legislation which the National Federation is sponsoring.

At our last dinner meeting, Mrs. R. L. Wessell sister of Mayor Angelo Rossi, was the guest of Mrs. Ethel Maxwell.

Mr. Sherburn and Dr. Frieda Kruse Sherburn spent the last week-end in Yosemite.

Mrs. Ethel Sheldford Marshall is recuperating from an operation at the St. Francis Hospital.

"It Pays to Advertise in The Business Woman"

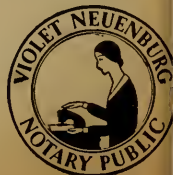
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With my Commission Renewed!
Do swear with me in your office or
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Income tax statements verified.



A PLEASANT MEMORY

Once again the annual card party of the Business and Professional Women's Club is history, and a history with a pleasant flavor. It was held on January 17 in the Gold Room of the Fairmont Hotel. Our members and their guests honored the occasion by wearing their gayest clothes and showing their happiest moods. There were some seventy tables of auction bridge, contract bridge, whist, Dutch whist and other miscellany of cards. The winner at each table received a set of playing cards. The climax of the evening was the awarding of the door prizes to those who held the lucky numbers. Miss Rose Bezek introduced our president, Miss Sylvia Kempton, who welcomed us and made the awards. The first prize, five dollars in cash, was won by Miss M. Hart, who is not a member of our club but who hopes to join us soon. The second and third prizes, two dollars and fifty cents each, were won by Miss Mary I. Smith and Mrs. F. Hogen, both guests of our members. After the awards some stayed on to finish their game while others began to wend their way toward home with murmurs of appreciation. Much credit for the complete success of the party is due to Rose Bezek, chairman of the committee, and her able assistants.

ENAD JONES.

A large number of our members attended the Bay District meeting at Watsonville on the 19th and 20th. Among those attending were Miss Sylvia Kempton, Miss Grayce Dempsey, Miss Ida Reed, Mrs. Ada Braze, Miss Z. Clements, Mrs. Charlotte McClelland, Miss Bertha Dale, Mrs. Carolyn Weber, Miss Mary Baker, Mrs. Ida Grebinar, Mrs. Terese Forman, Miss Margaret Torreyson, Miss Marion Morris and Miss Ethel Johnstone.

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Do not let that ever-present budget keep you at home, for you can travel so cheaply and so comfortably by going *Greyhound*. More and more every year our members are patronizing this ideal mode of transportation.

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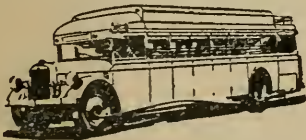
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HOW TO USE THE NEW LEISURE

(Excerpts from an address by Mrs. Dwight Morrow, who spoke as the chosen representative of seven women's colleges,—Bryn Mawr, Mt. Holyoke, Smith, Vassar, Wellesley, Barnard, and Radcliffe.)

Some critics hold the idea that a college education should prepare women for every emergency, from knowing what to do while waiting for the doctor to stopping a leak until the plumber arrives, or to speak Patagonian when shipwrecked on its coast. There seems to be a confused idea of what a college education should do in fitting its graduates for life. We need to define its scope more accurately. A college education should awaken and develop keener sensibilities and powers that make her a better human being.

A diplomat has only casual duties compared with those of a wife who meets her responsibilities adequately. To keep up the spirits of a discouraged husband, to save the children from a bitterness that would cast a blight on the next generation—to mention but two.

Whether we are facing a temporary crisis or a permanent change is immaterial to the question. The college-trained woman should have developed those inner resources of pleasure that are not dependent upon money—luxuries such as fur coats, mesh bags, all magazines, strawberries in March, etc., etc. She should have acquired a cultural background—the power of enjoyment within herself—whether her leisure be spent in the study of the stars or foreign languages. She should have acquired those spiritual values—things imperishable—a nobler curiosity about things the world contains, and which no diminishing bank account can take away from her, an ever-expanding horizon of vitalizing interests, whether of the fine arts or higher mathematics or social economies.

She is being tested as never before. Now is the time to prove to a doubting world that a college education does better fit woman for her *New Leisure*.

(Dr. Harriet B. Ward, alert to the interests of fellow club members, kindly contributed the above article.)

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The Business Woman

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Vol. 12

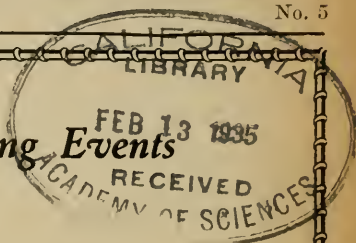
FEBRUARY 2, 1935

No. 5

Weekly Program



Coming Events



February 5—Dinner 6:15 P. M.

Western Women's Building Annual Business Meeting.

February 7—Choral Section, 6:45 P. M.

February 7—Thursday Open House.

Hostess

Bright Tatarian

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC NOTES

The Dramatic Section held a business meeting on Tuesday evening at which time it was decided that the nomination of the chairman and secretary for the coming year would take place on February 26, so we urge everyone to be present on that date.

Let us again remind you that the members are to meet at Mrs. Hackett's studio, February 12, as she has arranged something special for us, so everyone try to be there.

JOSEPHINE RUDASILL.

CHORAL NOTES

The Choral is learning the Emblem song and will have it ready to sing for the club soon. In addition to the regular practice, Mme. Mackay directed the Choral for a few moments in scales, arpeggios and other exercises, instructing the Choralers to unhinge their jaws, open their mouths and "let come in what will." The Choralers simply ate it up. As a special inducement for promptness, Mme. Mackay will start the Choral hour with these exercises exactly at 6:45. It is probable that an all-time record for punctuality will be established, for no Choraler wants to miss anything so worth while.

Josephine Rudasill is having her ups and downs with influenza, but expects to be back again next week. Mae Barr Long is feeling strong enough to take on a little more activity and is looking forward to attending Choral next Thursday.

ELSIE MACLAREN.

INSTALLATION! INSTALLATION!

Zowie! Don't-er feel all antipathetic (special coinage) when you get-ter thinking 'bout that Installation Banquet of ours, which we're gonter have on Saturday Night, the 16th of February of the good year '35. Laid in new settings, in new locale, sumfin different. "New Broom" and all that! See the gals entering that noble Sir Francis Drake Hotel (you know he was a great ole navigator) up the splendidiferous marble approach to the be-mirrored lobby, reflecting our gowns, our merry modes! Thence—not to the main dining room—but to the Empire Room. . . . A few yesterdays and the Bohemian vivants (second coinage) held forth, we succeed to their merriment, only our picture will teem with color, fascination, light chit-chat. Hain't it just gobs of joy to say *cheerio* to your girl friends, all dolled up in evening array, some adorable, some odd, some different—each individual in her get-up, ready for the hand-shake, the agreeable flattery, the eats, the fun? If you pass up the banquet, well—little me is so sorry for you, and after it's all over, you'll be so sorry for yourself when you hear about the *wonderful* time everybody has. 'Course, you'll still have your \$2.04 to hug, but, that won't stay long—the government's liable to get it any time. Let's beat 'em to it—COME! COME!! COME!!!

GURTY.

IT IS THE PRIVILEGE AND DUTY OF EVERY MEMBER TO VOTE
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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Contributing Editor.....Phoebe A. Wramp
Club Reporter.....Thelma M. Gaffigan
Accounting.....Jean E. Kerrison
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These are just a few of the things that helped to make the Burlingame Birthday Party at the Benjamin Franklin Hotel last Thursday evening, one of the most delightful parties it has been my pleasure to attend.

VALENTINE SHEELA.

CLUB NOTES

THELMA M. GAFFIGAN

Mrs. Carolyn Weber will attend the Northern District Conference on February 2 and 3. She is to be the luncheon speaker, and has chosen as her topic, Value of Organization.

Mrs. Susan E. McGill left last week for Yosemite National Park to fill a position she recently accepted.

Miss Catherine MacLean attended the Thursday open house last week, her first club meeting as a member.

Miss Florence E. Stieler and her sister motored to Nice, at Clear Lake, last week-end to join a snow party. Next week-end they are driving to Petaluma.

Miss Lucille Caesar spent a most enjoyable week with friends in the snow country.

Margaret Torreyson is as busy as the proverbial beaver. On the 24th Miss Torreyson addressed the Palo Alto B. & P. W. Club on legislation, state and national.

Mrs. Emma Falkenstein, a member of the Vallejo B. & P. W. Club, attended our 1934 Installation Dinner and so enjoyed it she has been chalking off the months until it was time for another. This year she hopes to have a larger representation from Vallejo and adds "I feel if Lillian Palmer is to be there it will be well worth the trip." We hastened to assure Mrs. Falkenstein that Lillian *would* be there.

R. C. A. PROGRAM

Friday, February 1, Scotch Musical Play, "Bonnie Prince Charlie," Columbia Theatre, price 55c.

Sunday, February 10, walking; details next issue.

Monday, February 11, "The Master of Ballantrae" at the Columbia, with Walker Whiteside in the lead; price 85c.

Friday, February 22, Memorial Opera House "Madame Butterfly"; price \$1.10—have a cup 'la seats left.

GERTRUDE D. TUBBS, Recreation Chairman.

LIVERMORE INVITES US

It is to be hoped many of us will attend the International Relations Dinner of the Livermore B. & P. W. Club on Thursday, February 21, Palace Hotel Livermore, 7 p. m. sharp; price 67c.

In a most cordial invitation received from Ethel R. Mason, Chairman of International Relations Committee, she says in part: "Dr. Elene de Laurentiis of Rome, Italy, will talk on 'Position of the Business & Professional Women in Italy,' Maude Empey, our State President, will make her official visit that night and will also address us."

Reservations with Mrs. Burlingame please, not later than February 14.

OPEN HOUSE, JANUARY 24

A small but jolly party celebrated Thursday evening At Home. There were five tables of bridge with the customary pleasure and hilarity. Another table was the center of unusual interest, where several members attempted to answer the vital question "Who are you?" The Graph-o-log came to their assistance in several instances, in an amusing manner.

Delicious cakes were contributed by Letitia Farber and Florence Attridge.

We were privileged to entertain two strangers. Miss Wurz, and Miss Florence Lee. Miss Lee, a guest of Maude McLaughlin, has been touring South America, and is now on her way to her home in Hawaii.

As a gesture of appreciation to Margaret Bell reception chairman, and her committees, Bright Tatarian will act in the capacity of hostess on Thursday, February 7.

H. W.

BOOK REVIEWING IN PSYCHOLOGY AND RELATED FIELDS

By FERN McGRATH
(Continued from January 5)

The Sex Side of Life

Systematic Studies of Sex:

THE SCIENCE OF HUMAN REPRODUCTION

H. M. Parsley. Norton. \$3.50.

This book answers most of the questions that students and intelligent laymen are likely to ask about the anatomy and physiology of sex and procreation and provides the biologic basis for a scientific attitude toward these problems. "Such an approach," thinks the author, "helps tremendously in the important work of removing sex from the realm of superstition or abstract, conventional ethics" and makes it possible to view all these problems in the light of their effect on human happiness.

LIFE IN THE MAKING. Alan F. Guttmacher
Viking. \$2.75.

This book tells the story of man's age-long adventure in discovering how life is created and dispels the false beliefs that have flourished about it. A

◀ INSTALLATION DINNER, FEBRUARY 16 ▶

the same time it brings up to date the facts established by research and thereby meets the reader's desire for reliable information on this subject.

THE STORY OF CHILDBIRTH. Palmer Findley. Doubleday, Doran. \$3.00.

An eminent American obstetrician here gives a popular history of childbirth from the practices of savage tribes to the methods of up-to-date maternity hospitals. It is fascinating reading to all who are interested in the amazing, and sometimes appalling, beliefs and customs of the human race.

Guidance for the Sex Side of Life:

THE HYGIENE OF MARRIAGE. Millard S. Everett. Vanguard. \$2.50.

The word "hygiene" is somewhat misleading. It is really an analysis of the conditions of satisfactory marital adjustment.

MODERN WOMAN AND SEX. A Feminist Physician Speaks. Rachelle S. Yarros. Vanguard. \$2.00.

The book ranges widely over its field, discussing the urgent problems of birth control, the present disadvantages of marriage and divorce and the changes required to bring these institutions into line with modern needs.

Sex Education for Children:

NEW PATTERNS IN SEX TEACHING. Frances B. Strain. Appleton-Century. \$2.00.

The normal sex interests of children and their guidance from infancy to adolescence. It is the best book of its kind.

General

STRAIGHT AND CROOKED THINKING. Robert H. Thouless. Simon & Schuster. \$2.00.

Brief and witty, this book is a delightful guide to straight thinking, which the reader will thoroughly enjoy while he is learning to recognize "crooked" modes of reasoning and argument. Furnishing both precept and practice, the book is invaluable as a help to straight reasoning on moral and social questions.

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AMERICA'S SOCIAL MORALITY. James H. Tufts. Holt. \$2.40.

An admirable analysis of the dilemmas of private morals and public morals, well arranged and simply stated. This book should greatly further the understanding of the perplexing moral issues of American life.

HOW TO APPRECIATE MOTION PICTURES.

Edgar Dale. Macmillan. \$1.20.

This book is based on the belief that to enjoy with understanding is to enjoy the more because of the understanding. The general reader will find this an informative and stimulating discussion of the newest of the arts.

PAMPHLETS 1 to 13. Leisure League of America, 30 Rockefeller Plaza, New York. 25 cents each.

The first offerings in a series of brief and inexpensive pamphlets by experts on almost every imaginable kind of hobby or avocation. The first pamphlet, "The Care and Feeding of Hobby Horses," is in the nature of a general guidebook to leisure time activities.

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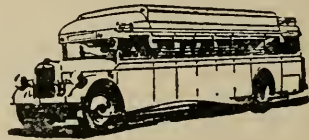
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PACIFIC GREYHOUND
LINES

BAY DISTRICT MEETING AT WATSONVILLE

By BERTHA DALE.

After a week of storm and grave doubts as to the weather for the week-end, fourteen members of the San Francisco Club journeyed, via rail and auto, to Watsonville to attend the Bay District Quarterly Meeting. The trip down the highway was delightful; while the wind was sharp, the sunshine was welcome after our weeks of grey skies. A vista of snow-clad hills ahead of us, rolling green hills on either side and blue skies above, all helped to make our hundred-mile trek enjoyable. Groups from all parts of the Bay District kept drifting into the hotel during the late afternoon.

At the dinner at the Women's Clubhouse on Saturday night, the Watsonville and Gilroy Clubs were hostesses. The tables were daintily decorated and a big Watsonville apple, wrapped in cellophane and tied with ribbon, was the place card for each one of us. When the inner woman had been fed, we gave ourselves over to the enjoyment of the program put on by the Watsonville and Gilroy Clubs.

The business of the quarterly meeting began in earnest at 8:00 a. m. on Sunday morning when President Florence Stahl called her Board meeting. The General Session was called at 9:30 and the usual business was transacted. Ida Reed gave a short talk on some of the high lights of the coming State Convention in San Francisco in May. The various Round Table meetings took up the time until the luncheon hour. Carolyn Weber presided at the President's Round Table, and Margaret Torreyson led Legislation.

Mabel Dye, District Vice-President, presided at the luncheon meeting on Sunday. The luncheon opened with community singing led by Elaine West, Music Chairman. There were 176 representatives of the various Clubs in the Bay District present. The long tables were decorated with spring flowers and at each place was a small jug of apple cider.

Miss Liles, President of the Watsonville Club, welcomed the members and their guests and President Stahl made the response. We were then delightfully entertained by Madame Murray McAdam Yerbury with several solos. Carolyn Weber, State First Vice-President, gave a short talk on the coming National Convention at Seattle.

(To be continued)

Miss Margaret Bell spoke over KYA last week on the American Institute of the Air program, her subject being Interior Decorating.

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A HOOSIER MEMBER VISITOR

Dear Editor of THE BUSINESS WOMAN:

Many thanks for the copy of your paper. I am traveling with a party of five and through your efforts our group negotiated with the *Greyhound Line* and we had several delightful and beautiful trips.

Just recently I visited our National Headquarters in New York where I was most hospitably received by our capable Executive Secretary, Miss Emily Kneubuhl, who graciously arranged tea at four and the entire staff greeted the *Hoosier*.

This reminds me that my home, 538 Dowling Street, Kendallville, Indiana, Highway No. 6, is at your members' disposal enroute East at any time. The open door responds to the sesame of the B. & P. Women. Of course you will not fail to attend the convention in Seattle this year. Don't worry about clothes; get there and feed your soul! Your club lounge is a real joy and it makes me know that in union there is strength and that women are fast embracing the great secret, "We cannot stick each other, but we must stick together." If we know and study our collect nothing more is needed. Nothing is impossible. Heaven is ours for the asking. May the Lord watch between thee and me while we are absent one from the other.

Auf wiedersehen,

MAXINE BIEBESHEIMER,

Past President Uniontown B. & P. W. Club.

Past President Fort Wayne B. & P. W. Club.

National Philanthropic Chairman Delta Theta Tau.

(We regret that during Miss Biebesheimer's brief visit there were no special club activities. She is often referred to as a human dynamo and is filled with zeal for the advancement of all women, especially members of the Business & Professional Women's Club.)

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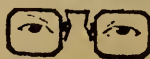
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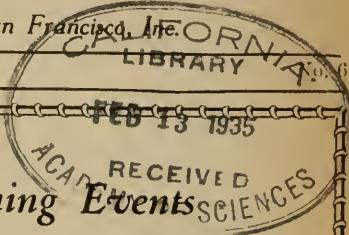
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

FEBRUARY 9, 1935



Weekly Program



Coming Events

February 11—Book Section, 7:30 P. M.
 February 12—Dramatic Section, 7:30 P. M.
 Mrs. Hackett's Studio.
 February 14—Choral Section, 6:45 P. M.
 February 14—Thursday Open House, 8 P. M.
 Fashion Show.

Hostesses

Frances Eagan

Edith Nelson Elizabeth Mowder
 Lucy Thompson Gladys Smith
 Allene Schuerbrock Lucille Caesar

February 16—Installation Dinner.
 Sir Francis Drake Hotel, 7 P. M.

Please make dinner reservations early at Club Rooms, P Prospect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

FROM ONE MEMBER TO ANOTHER

I saw the announcement of the Installation Dinner and the meeting place therefor as the Sir Francis Drake Hotel. Of course, nothing could keep me away from the Big Dinner of the year, but I am a doubting Thomas. I wanted to see with my own eyes the place chosen for our banquet. Took a half hour of my nooning to look over the hall.

Women, I am telling you the banquet hall is lovely, spacious, graceful, decorated in such a way as to bring out all the gorgeousness of those pretty gowns we all appear in on this special occasion. Victor—who deserves a whole column to himself—was a gracious host in showing off the rooms he is justly proud to show. Victor is the man who arranges all sorts of wonderful menus as many of you know from pleasant personal experience. The hall is capacious enough to hold even our big crowd with comfort. Moreover, there is a big lobby to this hall on the second floor that is all our own for the informal chats we love before we go in to sit at the tables. And the dressing room that is reserved for our own use is delightfully modernistic. There is one room in addition reserved for wraps. Doesn't all this sound as if a cordial welcome awaits our club when we assemble for our Big Dinner?

I forgot to tell you about the little stage so located that all of us can hear and most of us see. These quarters, by the way, were specially equipped to accommodate the Bohemian Club. The acoustics are perfect. The lighting, too, is all that anyone could wish. Just around the corner is another cheery spot. Some of you will probably investigate it. I am sure that most of the second floor of this fine hotel is to be dedicated to our use on February 16.

The committee who selected the Sir Francis Drake for the banquet are to be congratulated on finding such attractive quarters. We are a fussy crowd who want the best. We are certainly going to get it this year. I am no longer a doubting Thomas. E. S. A.

FASHION SHOW

Margaret Bell, Hostess Chairman, no sooner stages one big event than along comes another. This, her last appearance as hostess, is a real climax. On Thursday, February 14, the Brooks Millinery; Fred Benioff's, Furriers; Mme. Blais Shop (Netta Jones); Cheesman Dress Shop; F. L. Heim & Son, Shoes; Anita K. Mayer Corset Shop; Rose O'Brien Fashion Studio; May F. Sanford (Leather Goods and Handbags Co.); and others will stage a Fashion Show. Rose O'Brien promises a dozen living models arrayed in spring's latest mode and each will wear a chapeau, the creation of the Brooks Millinery. As an added attraction, Rose O'Brien is contributing the door prize, a beautiful gown from her exclusive shop. During the evening there will be a drawing for a hat contributed by the Brooks Shop, a fur from Fred Benioff's, and several other beautiful gifts.

As is customary, there is no admission fee, other than a smile of appreciation for those who are so generously contributing this unique evening.

CHORAL NOTES

Last Thursday was an off night as far as singing was concerned. The lovely new drapes and fixtures that appeared in the club rooms overnight were far too distracting and the Choralers had difficulty in keeping their eyes on the music, but Madame MacKay is an optimist and feels sure that by next week the sopranos and altos will come out together on the right notes. The music will improve, too, when all the coughs and sniffles disappear. Pearl Parr and Josephine Rudasill attended the Choral meeting, but both were minus their voices. Ruth Shaw has been sick for the past few days and Edith Floyd, who is so faithful an attendant that she is hardly ever mentioned in Club Notes, has reached the headlines by being seriously ill for the past ten days, narrowly

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DIRECTORS

Elizabeth Adams.....Margery E. Shaffer
Rae Morrow.....Betty Walton

IRMA BURLINGAME

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Office Hours from 11 a. m. to 4 p. m.
except Saturdays

escaping pneumonia. A speedy recovery to all our invalids!

Just a few more members are needed to reach the half-way mark toward the quota of fifty voices for the Choral. If you like to sing, if you want to sing, come out next week and enjoy the good fellowship of singing together.

ELSIE MACLAREN.

IMPORTANT NOTICE

The work of indexing the club library was undertaken last Sunday by a special committee, and has been completed, with the exception of books now in the possession of members. When returning any books which you have, please DO NOT put them on the shelves, but leave them with Mrs. Burlingame, so that they can be catalogued before being placed on the shelves. This is important, in order that we may have a complete catalogue.

CORNELIA SEELEY.

ABRAHAM LINCOLN

February 12, 1809—April 15, 1865

LINCOLN AND LAW

Let every American, every lover of liberty, every well wisher to his posterity, swear by the blood of the revolution never to violate in the least particular the laws of the country, and *never* to tolerate their violation by others. As the patriots of seventy-six did to the support of the Declaration of Independence, so to the support of the Constitution and laws let every American pledge his life, his property and his sacred honor. Let every man remember that to violate the law is to trample on the blood of his father, and to tear the charter of his own and his children's liberty. Let reverence for the laws be breathed by every American mother to the *lisping babe* that prattles on her lap; let it be taught in schools, in seminaries, and in colleges; let it be written in primers, spelling books and almanacs; let it be preached from the pulpit, proclaimed in the legislative halls, and enforced in courts of justice. In short, let it become the *political religion* of the nation.

BOOK SECTION

The Book Section meeting on Monday evening, February 11, will be held at 7:30 in the club rooms. Josephine Weed has prepared a review of "Oil for the Lamps of China," by Alice Tisdale Hobart. Betty Walton will give us "Riding the Tiger," by Harry Carr, and your chairman will comment on the indexing of the club library, trying to give an idea of just what our library does contain.

Josephine Weed is presenting to the club, through the Book Section, four splendid volumes: "Experiment in Autobiography," by H. G. Wells; "Mary Peters," by Mary Ellen Chase; "As the Earth Turns," by Carroll; the name of the fourth to be announced later.

The club is deeply grateful to Miss Weed for this fine addition to our library.

CORNELIA SEELEY.

R. C. A.

Ah—Heavenly Sundays—what favored populace we! Our last walk took us to Fort Miley, Harding Boulevard, Lincoln Park, Sea Cliff, Baker's Beach, Presidio Woods; whoo—this latter was weird and thrilling; soft carpet of leaves, glints of sun, distant voices. "A Grand Day," so said the thirteen!

Sunday—next—the 10th: If bright and sunny, we take a venture through Cypress Lawn, rated as one of the most beautiful Memorial Parks in the country; to wander amidst the lawns, the flowers, the beautiful marbles—an unusual jaunt. To Estrada's for a Spanish Luncheon—Goodie! If on the other hand the day be forbidding, we'll to our old reliable Golden Gate Park and "hike along." Meet at Hale's Corner—Fifth and Market, at 11 SHARPLY!

Monday—February 11, at the Columbia Theatre, Walker Whiteside in "The Master of Ballantrae," at the price of 85c. Coming?

GERTRUDE D. TUBBS, Recreation Chairman.

THE PRESIDENT ENTERTAINS

On Friday evening, February 1, 1935, the president invited her official family to dine with her informally in the cozy little dining room of the Western Women's Club. The table was gay with Scotch heather and spring blossoms, had the *best* dinner (fish or duck), much gay chatter, two or three of the gals *really* settled some questions. When all were relaxing and in that mood of just staying on indefinitely, friendliness oozing out to all and sundry, the president chose that moment (she would) to say the Booking Agency had asked her to pass on the word to her family that there would just not be any more bookings—the Show had closed for the Board of 1934 (sort of gone out on us, as it were). She graciously thanked all of the members of her board, committee chairmen, section chairmen, even the nominating committee, in her sincere manner, for their co-operation during the year.

Purposely this bit has been saved for the last. Imagine any president having the good luck to have our honorary president, Lillian Palmer, seated on her right and Mrs. W. B. Hamilton seated on her left! Well, believe it or not, that is just what happened to Sylvia. Now was that not a perfect setting for a perfect party?

To quote Lillian Palmer, "All the lambs love Mary. Why? Because Mary loves the lambs, of course?"—and we DO love Sylvia. Why? Mostly, and chiefly, because we think she has a weakness for ALL OF US!!! And we fondly hope she will get weaker every day, in this particular way.

G. D.

◀ INSTALLATION DINNER, FEBRUARY 16 ▶

CONGRATULATIONS

Friends of Mrs. Elizabeth Schimpf, Merry Sunshine's mother, felicitated her on January 31 upon attaining her 86th birthday. Mrs. Schimpf is the oldest member of St. John's Community Church and about 150 of her friends met at an afternoon gathering in the church parlors to show their love and appreciation of her many years of service for others. Many of our members know Tilly's mother personally and we all join in extending our warmest congratulations.

INVITATIONS FOR INTERNATIONAL RELATIONS DINNERS

Each mail seems to bring us an invitation to some of the affairs of the East Bay and Peninsular clubs. The following clubs will entertain at an International Relations dinner and program:

Hayward Club dinner, February 26, at 7 P. M., Colony Club, Crow Canyon, near Hayward.

Richmond Club dinner at Hotel Carquinez, Richmond, February 15, at 6:30 P. M.

San Jose Club dinner at Saint Claire Hotel, February 11, at 6:45 P. M.

The president requests that as many as possible avail themselves of these opportunities. Please make your reservations with Mrs. Burlingame as early as possible.

ANNUAL STATE CONVENTION

San Francisco, May 24, 25, 26

It is not too early to make plans for the State Convention to be held in San Francisco, May 24, 25, 26. We were reminded of this when we read in the *Berkeley Gazette* full details of the program showing that Ida Reed and her committee already have the convention well planned. That members may get the most out of this outstanding event of the year, we would suggest that in arranging summer vacations we plan to remain in town during this period. The early announcement on the part of the East Bay clubs shows they too are co-operating to the fullest extent.

Miss Lydia Floan of the San Francisco Club will have charge of the publicity.

CLUB NOTES

THELMA M. GAFFIGAN

Miss Margaret Torreyson and Mrs. Charlotte McClelland attended the dinner at San Leandro Club last week.

All news comes in pairs. We just learned of the illness of Miss Edith Floyd and Mrs. Ruth Shaw. Mrs. Shaw was able to return to work this week.

Mrs. Ada Brace tells us she spends all her week-ends with friends across the bay. Needless to say we envy the friends.

Mrs. F. C. Wychoff, a member of the Burlingame Club, visited the club rooms at our Thursday House Warming. We had two mothers with us also, Mrs. Ellen Dixon, mother of Mrs. Margery Shaffer, and Mrs. Maclaren, mother of Miss Elsie Maclaren.

Brother Leo is giving a most interesting lecture on Hamlet this year through the University Extension Course, and it was your reporter's great pleasure to see several members at his first meeting last Friday night. Among those present were Misses Rose Bezek, Florence Attridge, Enaid Jones, and Ida Lord.

PLEASE RETURN

In checking over the inventory to February 1, 1935, we find three glass cake plates and two card tables missing from our club rooms.

Will the borrower kindly return them?

THE 1934 HOUSE COMMITTEE.

ADVERTISING NOTES

Interviewed as to how long the Continental Health Clubs, Inc., wished to run their ad., the reply was: "Until we tell you to stop." Sound judgment for their advertisement has awakened more than one of us to the great need of taking better care of our health. It is a wonderful preventative as well as corrective measure.

We've all heard of the toast to California, "Where spring is summer and summer is fall and fall is winter, but winter does not come at all." But between you and me some of these wet mornings it is wintry enough and we who have to weather the storm wish we were just a little nearer the office. If you happen to be one of these, read the ad. in this issue and solve your problem.

THE PALMER FAMILY

Lillian Palmer, Emily Williams, and Amos Palmer grew homesick for their home in the Santa Cruz Mountains and moved back last Saturday. We had hoped to see much of them during their sojourn in the city, but unexpected matters put an end to their plans. The unexpected matter really was "to fix up a flat for a changing tenant." In Lillian's own words, "If there is a paperhanger, or a plasterer, or a roof mender, or a cleaning man we haven't met, I wish he'd come along. Even the Board of Works has sent its representatives; to-wit, we must have a new porch. . . . To write this I had to take a turpentine bath."

So between flat trouble and Amos' predilection for climbing neighbors' fire escapes, life became too strenuous for the Palmer family and with but thirty-five cents left for gas, they started off for their cabin, and leisure.

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OUTSTANDING CONTRIBUTIONS

During our editorial year we have enjoyed reading many contributions which our limited space prevented being printed. We have particularly in mind a poem by our poet laureate, Miss Cornelia Farrell, which very cleverly depicts the life of Lincoln from the "cradle to the grave." Here is a sample:

"It's spring and the months of betrothal

Are jeweled like gems in his heart;

His joy is but brief, for death's angel

Wings softly to rend them apart."

We are sure Miss Farrell will gladly lend a copy to anyone wishing to read it.

A GAY KNOWELL

High glee and good humor prevailed at the Knowell party of Rose Bezek and Thelma Gaffigan, held at Rose's home on a recent Saturday night. We were giddy and rollicky, sometimes noisy, but had such fun. 'Course, we dabbled at cards, not seriously, although our Marion scored first honors, whilst Josephine and Gurty had booby ratings. Fifteen gathered at the clubby table heaped with dainty varieties of goodies; the ravenous gobbled (that's me) and the hostesses rushed the larder for reinforcements. Cakes, candies and prattle brought back pictures of childhood parties. It was a lithesome, gay and jolly KNOWELL.

Ah me: Knowells are vanishing and I'm feeling sad. Have enjoyed fifteen, which means thrice that number of congenial hours of friendly contacts! May Knowells spring forth at some future time!

GURTY.

BAY DISTRICT MEETING AT WATSONVILLE

The high spot of the luncheon program was the address of Mary M. Bartelme, retired Judge of the Chicago Juvenile Court. Judge Bartelme has come to enjoy her leisure days in California at Carmel Highlands. She told many interesting experiences which occurred during her term of office. She brought out a phase of work that was done for the Juvenile Court in Chicago by various clubs and private individuals. The scheme was first started by a private woman and then carried on by some of the business clubs. This work consisted of fitting out small suitcases with suitable and necessary apparel for the girls who went from the Juvenile Court to homes, or other walks of life. Usually these girls had nothing but the clothes they were wearing and such clothes were always in very poor condition. A girl on leaving the Juvenile Court would select her suitcase and go forth again with a feeling of self-respect. Judge Bartelme thinks this was an extremely worthwhile work. Here is a thought for some of the Welfare Committees of our Clubs.

The Santa Cruz Choral group entertained us after the Judge's talk. Florence Stahl then made a short report of some of the business transacted at the Board meeting. She announced that Ethel Johnstone, San Francisco Club, had been named for the State Nominating Committee. Also, that the District had selected its Election Board—Bertha Dale, San Francisco; Marguerite Shannon, San

Jose, and Margaret Perkins, Berkeley. The Annual Meeting in April will be held at Stockton.

Space will not permit a summary of the Round Table discussions which were reported at the luncheon meeting, but we can say this, that all of the reports were short and to the point.

Then came the good-byes and we were all off on our various ways homeward.

We thank you, Watsonville, for a very worthwhile and delightful week-end.

BERTHA DALE.

HOUSE WARMING

Margaret Bell, Reception Chairman for 1934, was hostess to her assistants last Thursday evening in the club rooms. Mrs. W. B. Hamilton, Bertha Dale, Betty Walton, Charlotte McClelland, and Nan Lawrence were in the receiving line. More than the usual crowd attended, first to honor Margaret and second because everyone wanted to see the new hangings and furniture the House Committee has been boasting about these last few weeks. Mrs. Hamilton made a charming little speech about the way the money allotted was spent. The curtains help the room immensely and the House Committee has earned all the nice things that are being said about it.

In the longest speech she has ever been known to make, Margaret gave all the credit for her very successful year to her helpers, when everyone knows of course that her enthusiasm and energy have been the main spring and center of it all. There is really no limit to what a nice person can do to make other people happy when she sets her hand to it as Margaret Bell has done this last year. Her assistants presented her with an old-fashioned gold bracelet as a souvenir of the year's association.

Mme. MacKay sang two delightful songs and Olive Chauvaud's spring dance was beautifully done. Tea and a wonderful array of cakes were served and so another grand party was over.

V. Y.

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Dinner, 5 to 7:30 P. M.

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A business woman to board and share a comfortable modern home. Fifteen minutes from down town.

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Side Piece

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

FEBRUARY 16, 1935

No. 7

Weekly Program



Coming Events



February 21—Choral Section, 6:45 P. M.

February 21—Thursday Open House, 8 P. M.
February Birthday Party.

Hostesses

Netta Jones

Mabel Sepper	Sara Rosenberg
Vivian Yarbrough	Allene Schuerbrock
Daisy Denis	Helen Goodwin

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PProspect 8347

ANNUAL OFFICERS' DINNER

Empire Room, Hotel Sir Francis Drake

Saturday, February 16, 1935, 7 P. M.

with our own LILLIAN PALMER, Honorary President, in the chair

MUSIC—varied—to suit your festive mood

COSTUME MONOLOGUES—reminiscent of other days

A program your program chairman is proud to present. To this add the fragrance of flowers, and beautiful women in charming array, and you have the setting for the BIG EVENT. We have all enjoyed the past year. We anticipate continued happiness during 1935. Let us demonstrate this to the officers, past and future, by making a special effort to attend. It is a rare privilege.

Every table will be taken so make your reservations immediately with Mrs. Burlingame. Price, \$2.04.

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Elizabeth Adams Margery E. Shaffer
Rae Morrow Betty Walton

IRMA BURLINGAME

Executive Secretary

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except Saturdays

NO DINNER MEETING

Because February 19, the regular dinner meeting night of the club, is but three days after our big annual party, there will be no dinner and program on that evening. A call meeting will be held at noon on Tuesday in the club rooms, to conform with the By-Laws.

ELECTION RETURNS

At the election held on February 5, 1935, the following were elected officers of the club for the ensuing year:

President, Margaret Torreyson; first vice-president, Marion Morris; second vice-president, Nell Boardman; secretary, Dr. Adah Ruth Taylor; treasurer, Amanda T. Heuermann; auditor, Ethel Johnstone; directors, Margaret Bell, Nan Lawrence.

GRAYCE DEMPSEY, Recording Secretary.

R. C. A.

Tee-hee! How's a party to the Palace Hotel on the night of Wednesday—the 20th of February! Cometh High—\$1.65, mit beer unt pretzels—but we ort-a go! Only a dozen at the table, so catch me quickly! "The Girl of the Golden West," reminiscent of the days of drammer! And then—that Oleo—when we all sing! Tra-la-la!

Sunday—the 24th—we jaunt—perhaps in the country! Or amidst the wild flowers—if they have arrived. Particulars next issue.

Monday—the 25th—a Broadcast! The Carefree Carnival at the Community Theatre, through the courtesy of our Z. Clements! Right snappy, door prizes, too! Time, 5:30 to 6. Price: Invitational! Tickets with Mrs. Burlingame and me. Let us know at once if you wish to participate.

Next month, March 18th: Celebrate St. Patrick's Day, the night after, at the Curran: The Abbey Players from Dublin promise s'much! We tried the English—Blah! The Scotch—not so hot! Begorra the Irish just haf-ter make good! More later.

GERTRUDE D. TUBBS, Recreation Chairman.

COMMITTEE CHAIRMEN

The following chairmen appointed by the incoming president, Margaret Torreyson, were ratified by the Board of Directors following the annual meeting:

Membership, Mrs. Hazel Jacoby; Program, Mrs. Gertrude D. Tubbs; Reception, Miss Edith C. Floyd; House, Miss Jessie D. McKinney; Publicity, Miss Vivian Yarbrough; Finance, Mrs. Alice Kennedy; Remembering, Miss Ida M. Reed; Sunshine, Miss Matilda J. Schimpf; Dinner Hostess, Mrs. Maude E. McLaughlin; Recreation, Mrs. Gertrude Tubbs.

In order to enable the various chairmen to assemble the members of their committees and start functioning, our president, Sylvia Kempton, has requested all incumbent chairmen and section heads to carry on their work until their successors can take over the work, and at any rate until February 16, the date of installation.

ANNUAL BUSINESS MEETING

All that club organizations can mean to women was summed up for us by our officers and committee heads in their reports at the annual business meeting of the club, Tuesday evening, February 5.

A capacity house filled the large ball room of the Western Women's Club, where dinner was served. Serious and frivolous, the work of the club was laid before our hearts and minds.

"This year has meant a great deal to me," Sylvia Kempton said afterwards while chatting with a small group lingering about the big table. "I have learned a lot and made new friends." Her board of directors presented her with a piece of airplane luggage and toilet case, which "certainly call for a trip to Seattle," Miss Kempton laughingly said in thanking her board for its gift. Our versatile Margaret Torreyson, incoming president, in an original poem made the presentation.

V. Y.

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Bruhn, Daisy I. (Mrs.)

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Thompson, Lucy (Miss)

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Ralston, Dorothy (Miss)

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RECIPROCITY

As a foretaste of International Relations Dinner about to be enjoyed by the Bay District clubs in all directions, Margaret Bell and the rest of us (about sixty, it seemed) were the privileged guests of a charming and gracious Armenian hostess last Thursday evening in the club rooms. This was our member, Bright Tatarian, who entertained in compliment to our retiring reception chairman.

The first surprise was a felicitous little speech on the part of Mrs. Tatarian in appreciation of the friendships she has formed as a new member. Then she brought forward two attractive young compatriots, Madame Jivelekian, who sang three songs for us, accompanied by Miss Anne Gazarian. Mme. Jivelekian has a soprano voice of lovely quality. The songs were especially well chosen to show its beauty, and were sung with true artistry. In Italian she gave us the haunting melody of Toselli, *Rimpianto*; then an Armenian folksong of spring and blossoming apple trees, a charming novelty, and as encore in compliment to her pretty accompanist, recently engaged, Chaminade's *Silver Ring*, in French. Possibly our hostess can be persuaded to invite her friends some other time when even more of our members may share our pleasure.

There is hardly enough space to tell you of the unusual treat Mrs. Tatarian served her guests, with the help of some of our ever-willing Thursday nighters: strips of flaky pastry spread with honey and chopped nuts and the sweetmeats of her country, Locoum, flavored with lemon and, I think, rose, to be eaten with the tiny cups of Armenian coffee. Thus ended our all too short glimpse of an Old World country and its people about which your reporter, for one, knows so little. Don't miss Mrs. Tatarian's review of one of the finest novels of the year at the next Book Section meeting, by a German novelist, with an Armenian setting and hero, translated into English, *The Forty Days of Musa Dagh*, by Franz Werfel. Maybe we will know a little more then, and meanwhile, orchids to Mrs. Tatarian for a delightfully different Thursday night. E. L. M.

To prove to Edith Floyd that we are back of her for 1935, let us have a full house at the February birthday party on the 21st.

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Room in a charming Mill Valley bungalow five minutes' walk from station, surrounded by beautiful flowers and trees. Housekeeping privileges. Rate very reasonable.

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AN OLD PRAYER STILL GOOD

Give me a good digestion, Lord, and also something to digest.
Give me a healthy body, Lord, with sense enough to keep it at its best.
Give me a healthy mind, good Lord, to keep the good and pure in sight,
Which, seeing sin, is not appalled but finds a way to set it right.

Give me a mind that is not bound, that does not whimper, whine or sigh.

Don't let me worry overmuch about the fussy thing called I.

Give me a sense of humor, Lord; give me the grace to see a joke,

To get some happiness out of life and pass it on to other folk.

The Forecast (New Bedford B. & P. W. C.)

CLUB NOTES

THELMA M. GAFFIGAN

Miss Bertha Dale combined pleasure with business last week on her trip to Sacramento. She reported having an enjoyable visit.

Dr. Frieda L. Kruse and husband spent a week-end in the snow at Truckee, participating in the snow sports held there. Dr. Phillis Bourne, who was to have been the guest of Dr. Kruse, was unable to go because of a cold.

One of the most unusual parties reported this year was one given by Dr. Susan Harris Hamilton. Dr. Hamilton chose Robert Burns' birthday as the time, and her home the place to stage a Scotch party. All the decorations and entertainment of the evening were in Scottish style and her guests were Scottish friends.

THE KNOWLEDGE THAT

"a part of what I earn is mine to keep" started one of Babylon's greatest fortunes. Are you keeping enough to guarantee comfort in the sunset of your life? A scientific insurance plan will do it. Please let me tell you of one to fit your specific need.

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Mrs. Mae Barr Long will attend the annual convention of the State Association of California State Employees this week, to be held at Los Angeles.

Mrs. Anita K. Mayer took the leading role in a skit, "The Medicine Man from Semporium," given at the Stewart Hotel by the Truth Society recently.

Dr. Rae Morrow is planning an interesting visit with friends in Sacramento over the holidays next week-end.

Miss Mary Day Barnes is fast developing into the club's Santa Claus. Her latest and most welcome gift is a box of books.

Mrs. Annie Little Barry will be missed at the installation dinner as she is visiting her sister in Florida.

Mrs. Sara Ann Magill has opened the Henrietta Yarn Studio, 1546 Alice Street, Oakland, TEmplebar 9222, and will welcome members and friends who chance to be in that vicinity.

And so ends my year as your Walter Winchell. Through the honor conferred on me by Sylvia Kempton, I have become acquainted with a great many of the club members. Working with the staff of THE BUSINESS WOMAN under the noble leadership of Miss Nan Lawrence has been an inspiration to me. My life has been enriched by these contacts and I wish to thank you, members of the B. & P. W. Club, for making it possible.

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Wurz, Mildred I. (Mrs.)

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MacLean, Cathryn (Miss)

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Korn, Frieda L. (Miss)

50 Laguna St.—HEmlock 3848

Secretary, Fred H. Tibbetts

310 Sansome St.—SUTter 5728

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Saleswoman, Livingston Bros.—DOuglas 3060

Lowell, Edith (Miss)

2245 Larkin St.—GRaystone 6860

Secretary-Clerk

Emergency Relief Administration of Calif.

Elmore, Gladys M. (Mrs.)

2580 Polk St.—ORDway 5054

Tailoress, Western Tailors

717 Market St.—GARfield 5579

Hohner, Selma (Miss)

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ADVERTISING NOTES

The psychology of life is strange; for instance, those of us who live out of town want to come to the city and city dwellers long for the country. For the latter, you will find the answer in this issue of THE BUSINESS WOMAN. It is not too early to make spring plans.

Did you read Hale Bros.' ad, in this issue? Why not treat yourself to a supply of permanent waves and manicure tickets available next Monday, the 18th, ONLY, but good any day in the year? No one will appreciate it more than you. And remember to ask for Mrs. Laura Clough, who is one of our members and a consistent advertiser. She will appreciate your patronage.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

FEBRUARY 23, 1935

No. 8

Weekly Program



Coming Events

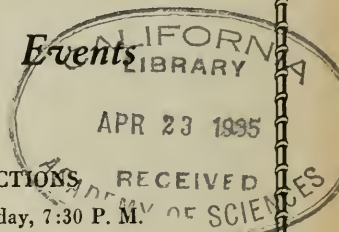
February 25—Civic Section, 7:30 P. M.
 February 26—Dramatic Section, 7:30 P. M.
 February 28—Choral Section, 6:45 P. M.
 February 28—Thursday Open House, 8 P. M.

Hostesses

Josephine Rudasill	
Allene Schuerbrock	
Anne Attridge	Minnie Korn
Florence Capella	Pearl Parr
Ingeborg Ferm	Constance Hendrickson

SECTIONS

Book—Second Monday, 7:30 P. M.
 Civic—Fourth Monday, 7:30 P. M.
 Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
 Swimming—Wednesday, 5 to 9 P. M.
 Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.



Greetings and a Message from our President

The president and her board of directors send a greeting to the members, old and new. Another year has begun. There has been willed to us a legacy of tradition, responsibility, privilege, and pleasure. From its beginning in 1916 this inheritance has been conserved and enlarged by each succeeding president acting for the membership. Your new president and her board will carry on the traditions which have grown with the club and shall use their best endeavors to add their part to the trust placed in them in order that it may pass to our successors enlarged and enriched as it has been passed to us by our predecessors.

We ask your co-operation with all committee chairmen in their activities. To enlarge this legacy we cannot work alone, but need the assistance of our entire membership. With your help we shall carry on this inheritance which we all value so highly.

MARGARET TORREYSON.

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
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 Single copies..... .05

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 2390 Fifteenth Avenue
 Associate Editor.....Anne P. Attridge
 Contributing Editor.....Nancy Foster
 Club Reporter.....Margery Shaffer
 Accounting.....Mollie Gunn
 Advertising.....Florence Hogan

OFFICERS

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 First Vice-President.....Marion Morris
 Second Vice-President.....Neil C. Boardman
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 Gertrude D. Tubbs.....Program
 Edith C. Floyd.....Reception
 Vivian Yarbrough.....Publicity
 Alice B. Kennedy.....Finance
 Ida M. Reed.....Remembering

IRMA BURLINGAME

Executive Secretary

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

THE ANNUAL INSTALLATION DINNER

Another page has been turned in the history of the Business and Professional Women's Club of San Francisco with the passing of our Annual Officers' Installation Dinner held in the beautiful Empire Room of the Sir Francis Drake Hotel the evening of February 16. The lounge and banquet room, with its lights reflecting in huge mirrors the groups of well-gowned women, is a never-to-be-forgotten picture. Yes, Spring is here! As I sat at the speaker's table looking over the beauty of it all, I could not help but fancy a garden with flowers of every hue, their faces expressing the thought, "I am so happy to be here!" While Victor's splendid menu of perfect cuisine was being enjoyed, we were entertained by a trio composed of Miss Barbara Denehy, pianist; Miss Consuelo Wobbs, cellist; and Miss Corinne Clark, violinist, who played many familiar tunes and added much to the gaiety of the evening. A program of solos and monologues had been planned by Mrs. Carolyn Weber. Mr. G. Marston Haddock, accompanied by Mr. Steven Barrett, sang a group of old English songs. Mrs. Rose Bell, accompanied at the piano by Miss Suzanne Pasmore, took us back to the period of 1850 with a group of monologues which pleased us immensely, but, at the same time, impressed us with the dignity and formality of that day.

Fully two hundred came to pay homage to Sylvia

Kempton, our retiring president, who has piloted us through a most successful year, and to welcome Margaret Torreyson, the incoming president, who will safeguard the interests of our club and guide us for the ensuing year. Our Annual Dinner would not be complete without our beloved honorary president, Lillian Palmer; in the role of toastmistress, and a message from our own dear Margaret Mary Morgan, who, though she cannot always be with us in person, is forever present in thought. Her telegram of greeting and good wishes brought her close to us. Also from far off Massachusetts and Connecticut, we received a cheery message from Blanche Newton and Jeanne Goodwin Peck.

In her own inimitable way, Lillian Palmer introduced the state officers, club presidents, and honor guests. Mrs. Maude E. Empey, State President, gave a few keynotes for the coming year, followed by Mrs. Carolyn Weber, First Vice-President of the State, and then by Miss Florence Stahl, President of the Bay District; Miss E. Jane Fry, State Finance Chairman; and Mrs. Mabel Gregson, State Health Chairman. Club presidents and representatives attended from the following clubs: Alameda, Berkeley, Burlingame, Hayward, Palo Alto, San Leandro, Oakland, Stockton, Vallejo, Santa Cruz, Alturas, and Redwood City. Honor guests were: Dr. Elena De Laurentiis, Doctor of Law from the University of Rome; Miss Margaret Teebay, president of the San Francisco Women's Traffic Club; Mrs. Grace Miller, president of the San Francisco Soroptomist Club; Mrs. Sue Torpey, president of the Santa Cruz Soroptomist Club; and our own Harriet P. Tyler, National Secretary of the Soroptomist Club.

After the introductions, the gavel was handed to Miss Sylvia Kempton, who, in her gracious manner fittingly installed her successor, Miss Margaret Torreyson, by bequeathing to her the responsibilities and privileges of president of the Business and Professional Women's Club of San Francisco Inc. Miss Torreyson accepted the legacy of the presidency and introduced her Board of Directors and committee chairmen, thus ushering in another year to be added eventually to the annals of our club.

MARGERY SHAFFER.

THANK YOU

May I take this opportunity of expressing my appreciation to all those who so kindly acted as my models or in any way contributed to the success of the FASHION SHOW, February 14? To every one of you, a hearty thank you!

ROSE O'BRIEN, Fashion Studio.

CHORAL NOTES

Due to the excitement of preparations for the Fashion Show held later in the evening, Choral practice under difficulties last week. Nevertheless, the voices were limbered by exercises and drilling on the songs. The Choral has been learning *When the Roses Bloom* in both English and German under the careful tutelage of Madame Louise Mackay, who in addition to voice training also teaches French and German diction. Next week, an entertaining group of three songs will be added to the repertoire of the Choral, but work will continue on the others until they have been perfected.

Just to see what the Choral looks like when every member is present on the same evening, next Thursday has been set aside as a 100% attendance meeting. If you are a Choral member, or a prospective Choral member, let nothing interfere with your 6:4 engagement in the club rooms on Thursday.

ELSIE MACLAREN.

ADIOS, MARGARET

Margaret Bell, Hostess Chairman, and her committee bowed themselves out of the reception activities on Thursday evening, February 14, with one of the most delightful parties of the year, a fashion show.

Three hundred members and friends gathered in Merrill Hall to see the lovely models gracefully display the wares that ever allure, and are good for an extra thump of the feminine heart any old time or place.

Professional models did their bit; most of the displaying was done by the girls of our club. All were too lovely for words. Evening, street, and sports clothes were shown, with the foundation garment holding its own place in the plan from start to finish.

We participated at a real wedding, the sort to bring tears to the eyes: Strains of "Here Comes the Bride"; an adorable little flower girl, Frances Gaucher; Margaret Bell as maid of honor, a dream in a rose-colored frock; the bride, Elsie Maclaren, lovely in a copy of her grandmother's wedding gown. Waiting for her was a tall, handsome groom, Nan Lawrence, strong and manly looking, to say the least, though just a bit nervous. The ceremony was performed in the traditional "So Help Me Moses" ritual, with Louise O'Hara officiating, and CAN she officiate!

Each one of the firms putting on displays gave a gift from their shop, and these gifts were allotted to the lucky ones of the three hundred present. The first prize went to Enaid C. Jones, a lovely fur neck piece and muff from Benioff's Furs, Inc. The other prizes were an order for a gown from the Rose O'Brien Fashion Studio; a hat from Brooks Millinery; an order from the Anita K. Mayer Corset Shop; and a leather bag from May Sanford Leather Goods Company.

Others taking part were F. L. Heim & Son, Dr. A. Reed Cushion Shoes; Mme. Blais Shop (Netta Jones); Hogan Floral Company (Florence Hogan). Usually the groom is called upon to provide the bride's flowers, but Florence Hogan demonstrated what her company can do by furnishing exquisite flowers for the ceremony. Doris Lindgren, of Ransohoff's, deserves a special word of praise for her efficient help in staging the show.

Our Hostess Chairman has asked your reporter to express her grateful thanks to everyone who aided her in making the evening a great success.

Ice cream and small cakes were served because it WAS a Valentine Party as well as a Fashion Show,

one we shall long remember. We thank you, Margaret Bell, for the show and all the happy affairs of your planning. It has been a gay year and the tempo was just RIGHT to the last note.

GRAYCE DEMPSEY.

CO-OPERATION

One word we have assiduously avoided during the past year. In fact, it has been so overworked we even requested a substitute. But now on the very last lap we succumb. This is how it happened: All copy had been submitted to the printer and we were expecting the proof back for final reading when a call came. Would we like to get THE BUSINESS WOMAN out a day earlier? It would give us a little more time before the Installation Dinner. Would we??? We would!!! So that is why your paper reached you Thursday morning instead of Friday. All this by way of illustrating the wonderful co-operation we have enjoyed from the Margaret Mary Morgan Company's staff, in addition to our entire membership. And now as a final indication of co-operation, Miss Enaid Jones has consented to be your editor for 1935. Those of us whose privilege it is to know Enaid are conscious of her gentle, lovable disposition. She is accomplished and possesses the essential qualifications to carry on the work of THE BUSINESS WOMAN, and with the continued confidence and support accorded the 1934 staff, she is assured of a happy and constructive year.

Those submitting copy should remember that it must be typewritten, double spaced, and not more than nine words in a line. Small scraps of paper should not be used, as they are apt to be lost. Copy must reach Miss Jones not later than Friday afternoon and be addressed to her at 2390 Fifteenth Avenue. At the annual meeting we endeavored to express our profound appreciation. To those who were not present we would again emphasize our gratitude for the privilege of having served you during the past year.

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Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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SOMETHING DIFFERENT

THEY SAY that when Mr. W. G. Walker, Chief of the Narcotics Division of the State of California, is scheduled to speak before any of our local clubs, the house is packed to full capacity, and more. He's very much in demand these days—in the national war on narcotics, along with other crimes—and he tells how they catch "dope" peddlers, all about "dope" addicts, and even brings along some instruments showing how various kinds are administered. Miss Naomi Hammond, chairman of the Civic Section, has succeeded in getting Mr. Walker for our next meeting, FEBRUARY 25—remember the date because you will want to hear him.

A new chairman for the ensuing year is to be elected by the section on February 25. Miss Hammond has announced that this matter will be taken up at the beginning of the meeting.

CLUB NOTES

MARGERY SHAFFER

I am not exactly a Walter Winchell or a Sherlock Holmes, but just an inquisitive member anxious and interested to relay your personal activities, so may I ask you to help make this, *your column*, a success during the coming year? Please send your news items to me at 45 Lincoln Way; Montrose 4935, or to Mrs. Burlingame at the club rooms.

We were happy to see our member, Miss Josephine M. Hogan of Stockton, at the club rooms this week. She expects to be in the city visiting her brother for a few days. It has taken some time for Josephine to recuperate after her very serious illness, but she is well on the road to recovery and expects to resume her usual activities soon. Friends may reach her by telephoning HEmlock 9394, 3558 Seventeenth Street, near Dolores.

They will have them! February 17, I won't say how many years ago, a wee little bundle of love came into this world, and our own Pearl Parr is celebrating this birthday at her country home in Palo Alto. Many more happy birthdays, Pearl, from all of us.

Mrs. Charlotte McClelland left last Wednesday for Los Angeles, where she will spend a week.

Mrs. Laura Clough, who has been on an extensive business trip throughout Southern California for three or four weeks, returned home especially to attend our Installation Dinner, and left for Los Angeles last Tuesday to complete her tour of the south.

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DRAMATIC SECTION

On February 12 the Dramatic Section held its regular semi-monthly meeting in Mrs. Hackett's Studio, which assumed the form of a formal opening of our dramatic coach's attractive new quarters.

The first half of the evening was devoted to our usual meeting, to which Cornelia Farrell contributed by a reading of her original poem on Lincoln.

Later the group enjoyed a social interlude with refreshments and talk. Some of us sat on the floor, and everyone, including our two special guests, Miss Torreyson and Mrs. Raymond, voted the evening a highlight for the close of our club year.

R. C. A.

Upon a Heavenly Sunday we wended Heavenward: Cypress Lawn, a tribute of grandeur to those of yesterday. Inspiring corridors of the Catacombs richly adorned in delicate maidenhair ferns and bright posies; radiant art glass ceilings, graceful urns, brilliant sunshine reflecting; it was a task for the mind to adjust itself to reality. In the older section of the park we found the splendor and the height of the age-old majestic trees within the arms of their parasitic pals; rare marbles and young trees laden with blossoms interspersed on the green lawns. Indeed, we have a Memorial Park of which to be proud. * * * * * Eleven of us lunched thereafter at Estrada's on the Highway; a congenial group delving into Spanish mysteries.

Friday—the 22nd: Those of you with tickets to Madam Butterfly—forget not the date! We dine thereafter!

Sunday—the next—the 24th: A wander-walk! Buy a Sunday Pass, meet at the old spot, afront the Examiner Building, Market and Third, at 10:45. Want-ter go atop Lone Mountain—see that College; over to Southern Heights, to see the Russians; over to Fisherman's Wharf to chow; perhaps again to Coit Tower.

Monday—the 25th: That Broadcast at the Community Theatre: "The Carefree Carnival." Time, 5:30 to 6:00. Enjoy the event, dine upstairs in the Western Women's Club, and report to the Civic Section at 7:30. That's a program. Invitations to the Broadcast with Mrs. Burlingame and little me.

GERTRUDE D. TUBBS, Recreation Chairman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MARCH 2, 1935

No. 9

Weekly Program



Coming Events

March 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

March 7—Choral Section, 6:45 P. M.

March 7—Thursday Open House.

Hostesses

Elsie Maclaren
Allene Schuerbrock

Cathryn MacLean	Florence Hogan
Helen Mielke	Louise Mackay
Lillie Anderson	Dorothy Ralston

Please make dinner reservations early at Club Rooms, PRespect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BUSINESS MEETING

The first business meeting of the club for the new year will be Tuesday, March 5. Be sure to come and hear the plans of the various committees for the coming year. In addition to the regular business, Z. Clements will give us a short talk on Assembly Bill 182, which proposes to amend the Eight Hour Law for Women by extending this law to women employed in all offices heretofore exempt. This is one of the most threatening bills to women to be introduced at this session and we want to know more about it. "Z" will tell us.

R. C. A.

A new year, a new president, but the same little R. C. A. De-coded: Recreation, Come Along! For info: The object of this activity is to furnish recreation along as many lines as lie within the pockets of the average member, and to get outdoors as often as practicable. Walks and jaunts in and about our city bi-weekly; theater parties when on the boards; dinners, teas, etc., when opportune. All welcome, no previous contacts—just good fellowship!

Friday last, the opera! *Madam Butterfly* superbly rendered; dinner party followed, at the Mayfair, a jolly eatery in the Marina.

Saturday Night, March 9th, *La Tosca*. Dinner preceding.

Sunday, March 10th: A hunt for wild flowers.

Monday, March 18th: The Abbey Players from Dublin at the Curran. Price—55c. Reservations now.

GERTRUDE D. TUBBS, Recreation Chairman.

!!!PROGRAM!!!

An' how-do-you-do, girl friends! 'Tis your new Program Chairman spouting. I'll do my durndest to bring you interesting hours during the year. My committee: Mabel T. Johnson, a long-time member; Margaret Bell—nuf eed—you all know 'bout her; Grace T. Anderson and Alice Argus Brady—new members, on their toes. Four live wires and to start things, we offer an hour of palmistry! Prophecy has ever captivated the imagination and we have been so fortunate as to procure "Siaida" the renowned, now in the *Chronicle* daily. Tuesday, March 19th—the date! Ain't that sunfin! Mark the day and be present! I'll remind you again!

GERTRUDE D. TUBBS, Program Chairman.

CHORAL NOTES

One of the most encouraging Choral meetings in several weeks was held last Thursday. The attendance was excellent, and the voices lovely. The variations of "toe-o-o-o" were so well done that Madame Mackay added another exercise to the Choral's daily dozen. The sopranos and altos are well balanced and the steady work on the songs is beginning to show results.

The Choral was happy to welcome Minnie Korn, a shy new member, who lost her timidity before the first meeting was over. Aren't there more of the newer club members who would enjoy Choral activities? Now is a good time to join as the Choral is just starting a new group of songs.

ELSIE MACLAREN.

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OUR CLUB ON THE RADIO

On March 5, Mrs. Fern McGrath, research secretary for Dr. Herman DeFremery, consulting psychologist, will speak on the subject, "Delving into the New Science of Psychology," over KYA, at 1 p. m. Mrs. McGrath is carrying on her studies in this interesting science at the University of California and recently spoke before the Book Section of the club on *Book Reviewing in Psychology and Related Fields*.

On February 19, Mrs. Bright Tatarian gave a review of the book, "The Forty Days of Musa Dagh," over KYA. Mrs. Tatarian was an eye witness of the Armenian massacre of 1894, which took place in the same region around which the story of Musa Dagh is written. Her vivid portrayal of the story in the brief ten minutes allowed for the radio talk was particularly thrilling and informative. The book contains some eight hundred pages and it meant much work to condense it into so brief a paper without sacrificing any of its interest.

Both talks were given under the auspices of the club, which has a regular place on the program of the Women's Institute of the Air.

GENEVIEVE ALLEN, Radio Chairman.

CLUB NOTES

MARGERY SHAFFER

Can you imagine the thrill of having electricity in your home and no meter to remind you how many kilowatts have been charged up? Well, that is just what Susan McGill is able to boast of at Yosemite. More power to you, Susan!

A congratulatory telegram, received too late for reading at the installation dinner, came from Lillian Holden of Los Angeles. Many thanks for your good wishes for the coming year.

A very interesting visitor in the club rooms was Dr. Iva Lowther Peters, and those who had the pleasure of meeting her can vouch for this statement. Through the National Federation of Business and Professional Women she is conducting a survey under the caption of *Studies on the Employability of Women and Occupational Discriminations against Women*.

Nell Palmer visited the club rooms a few days ago, looking just as chipper as ever. Due to her recent illness, her family did not deem it wise for her to come over for the installation dinner on account of the late hour. We missed you, Nell, but know your many friends have pictured the entire evening to you. Best wishes to you from all the girls.

Dr. Josephine McIntyre Frisbie has recently been elected president of her sorority, Upsilon Alpha, which is affiliated with the National Dental Sorority. Congratulations and best wishes! Last week-end Drs. Harry and Josephine Frisbie with their daughter Joan spent a few days playing in the snow at Long Barn, just above Sonoma.

At 609 Sutter Street, in a neat little house with glass doors, lives a congenial family of plates, cups, saucers, sugars, and creamers. They very happily look forward to seeing their many friends on Thursday evenings; but one day 18 plates and 16 cups wandered away to attend a special gathering, which was quite all right, but the little brothers and sisters left to keep house are getting anxious and hope soon to have the family together again under one roof.

Valentine Sheela spent a few days in Porterville combining a business and pleasure trip.

Almyra Duffey of San Jose came up to the Installation Dinner and remained over the week-end with her cousin, Lena O'Connor.

Gurty, have you gone Communist? She attended the meeting Wednesday night at the Filmart Theater to hear J. Strachey.

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A GIFT FROM SYLVIA

Many ohs and ahs have been heard from various members of the club as they see the effect of the lovely mirror which now adorns our wall. It is the gift of Miss Sylvia Kempton, our outgoing president, and it enhances the appearance of the rooms with just the right touch to bring out the beauty of the new draperies and furnishings. Sylvia, like all the other past presidents, knew just how to strike the right note, and all the members of the club appreciate the fine spirit shown in the presentation of this gift.

As our club rooms take on more and more beauty and more and more pleasant associations, they come to be dearer to all of us, and these gifts from outgoing presidents are building up a tradition which will be prized increasingly as the years come and go. Thank you, Sylvia, from all of us.

DR. PETERS VISITS US

Dr. Iva L. Peters, chairman of the National Federation's committee on the Study of the Employability of Women, was in our club rooms frequently last week, busily engaged interviewing a cross section of our membership.

Originally employed by the Carnegie Institute to make a study of Discriminations, she is now engaged in the much broader Employability Survey. The earlier study shows that there has been too much stress laid on the age factor as a form of discrimination against women in business. Quoting from the study, published by the Woman's Bureau of the U. S. Department of Labor: "Of the 18,585 women who reported as to whether they had received unfair treatment on account of age, 1,175 . . . said they had. Of this number, 408 had been discriminated against because they were too old and 295 because they were too young."

"So," says Dr. Peters, "you see the age factor does not count against women. Nor does the educational level in a particular community govern the number of occupations women can enter successfully. I must soon draw some general conclusions from the data I have gathered."

Dr. Peters' conclusions will no doubt be presented in a future report to the National Federation and we can then find our own experiences reflected in impressive statistics.

Dr. Peters is distinctly a very easy person to talk with; she wears the emblem of a national collegiate honor society and is altogether a very charming person. V. Y.

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PALO ALTO CLUB INVITES US

DEAR MISS TORREYSON:

The Palo Alto Club cordially invites you to attend its Eleventh Birthday Party and Installation Dinner to be held in All Saints Parish House, 425 Hamilton Avenue, Palo Alto, Saturday evening, March 2, at 6:30 o'clock. A pageant will be presented depicting the history of the club.

We hope that you and many of the members of your club will be able to join us on this occasion.

Very sincerely yours,

PALO ALTO BUSINESS AND PROFESSIONAL
WOMEN'S CLUB.

HELEN E. TRUE, President.

(Reservations with Mrs. Burlingame.)

THURSDAY—FEBRUARY 21

A large gathering and a pleasant evening; nine tables of bridge and other groups just chatting; our new president, old-timers, new members, prospectives, visitors, all turned out to honor our new hostess, Edith Floyd, and assure her that we are looking forward to another delightful year. Madame Mackay sang some lovely selections.

An attractive birthday table, bedecked with flags and the Francis Floral Company's gift of flowers complimenting Bertha Dale and the other February girls, was presided over by Bertha, who cut the delicious birthday cake, Margaret Bell's gift, with the proverbial hatchet.

We are promised "coffee and" some Thursday night soon, so don't miss it. And, girls, if you want to make Edith smile just give her your name and tell her to call on you for a cake when she needs it!

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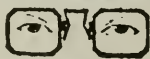
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They Work Persistently for Better Communities, a Better Nation, a Better World

The six-point national program of the General Federation of Women's Clubs is instructive. Here it is:

1. The milk campaign, designed to provide every needy child in America with an adequate supply of pure milk.
2. The drive to find employment for the 5,000,000 physically handicapped men and women in the United States.
3. A better organization for fighting and PREVENTING crime.
4. Effective anti-narcotic legislation in every state in 1935.
5. The establishment of a national cancer research scholarship.
6. Ratification of the child labor amendment in 1935, with a sufficient number of states behind the proposal to stop authoritatively child labor that injures the health and interferes with the education of children.

This is a truly intelligent program of IMMEDIATE ACTION.

It has the backing of the millions of organized clubwomen in America—one of the most powerfully constructive social forces in the world.

When men organize clubs, they do it for their amusement.

There is no nation-wide organization of men's clubs in this or any other country comparable to the women's club movement in the United States.

Why is this? The answer must be that men are primarily individualistic and selfish. They are concerned with social objectives, of course; but their immediate, personal concerns are most important, and the job of making a living for their families and maintaining their place in society absorbs most of the interest and energy.

With women it is different. Women are the real conservatives—in the best sense. They are interested in conserving the values that make life better, that make the world a more secure and decent place for their children. When they organize into clubs, they instinctively give to those clubs a social significance that men's clubs lack. They fight against unemployment, child labor, the vast evil of illegal narcotics. They fight for conditions that will protect the home and the children.

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You may wear a 42 but no one will ever suspect it if you will choose one of GREB-BIE'S new spring models. Her shop is daily adding the newest and most attractive types of spring apparel.

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Special discount and monthly credit to MEMBERS.

Once in this nation women's clubs were denounced as a menace to the home, they were the objects of cheap ridicule. That has changed.

Oakland Post-Enquirer, Dec. 3, 1934.

CONGRATULATIONS, NAN!

We are happy to announce that Nan Lawrence, our past editor, has been elected president of the San Francisco Women's Traffic Club. The Installation Dinner will be held some time in March.

ADVERTISING NOTES

We are happy to welcome to our paper two new advertisers who will appear regularly in our columns.

Anyone desiring private instruction in shorthand will find it well worth his time to read Barbara Greene's ad. in this issue.

The Frampton Beauty Salon, 127 Grant Avenue, is our newest advertiser. Only one visit to their salon will convince you of the excellence of their work.

AN APPEAL

A request has been received from Miss Katharine C. Felton of the Children's Agency of San Francisco, stating that her organization would be glad to receive used clothing to be made over for girls of fifteen to nineteen years of age who are under the guardianship of the Agency. The Agency has secured the services of a dressmaker who can remodel the garments to fit the users. All clothing must, of course, be in clean, wearable condition, and should be sent direct to the Children's Agency of San Francisco, 1010 Gough Street, San Francisco.

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Self
Miss Peere

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MARCH 9, 1935

No. 10

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RECEIVED
ACADEMY OF SCIENCES

Weekly Program



Coming Events

March 11—Book Section, 7:30 P. M.
March 12—Dramatic Section, 7:30 P. M.
Club Rooms.
March 14—Choral Section, 6:45 P. M.
March 14—Thursday Open House, 8 P. M.
Birthday Party.

Hostesses
Ida Grebinar

Allene Schuerbrock

Ethel Ray
Lorraine Graves
Madelon Saxon

Ednah Butler
Bertha Hancock
Carrie Davis

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BIRTHDAY PARTY!

Paddy himself (in person) will be with us on the 14th to greet the March girls with appropriate music, a wee drop (of tea), and a lot of blarney! Come and make merry.

AN INVITATION FROM BERKELEY

The Berkeley Club is to start National Business Women's Week with a tea honoring the new members of the club, and inviting members of clubs in the Bay region. The tea will be on Sunday, March 17, at the Berkeley Women's City Club, from 3 to 5 o'clock.

CHORAL NOTES

For a while, that 100% attendance idea didn't seem to be such a good one. Nobody expected any of San Francisco's unusual weather this time of the year, nor would anyone expect an almost perfect attendance under such conditions, but that is actually what happened. There were two long rows of Choralers, one of sopranos and one of altos. The Choral is also proud of the fact that Margaret Torreyson is keeping up with Choral activities along with her responsibilities as president of our club.

Madame Mackay introduced another variation of "toe" and then a new song, a happy little ballad entitled "A Brown Bird Singing." It was a most satisfactory Choral hour, made doubly enjoyable by the extra effort required to attend.

ELSIE MACLAREN.

BOOK SECTION

Our program for March 11 is going to be "home talent." Two of our group are going to review two outstanding books of widely different character. Mrs. Tatarian will review Franz Werfel's *Forty Days of Musa Dagh*, a fine historical novel. Mrs. Louise Stivers will review Philip Gibbs' *European Journey*—a journey which took Philip Gibbs into a large part of Europe, where he talked to the plain people and got their innermost fears and hopes—a deeply understanding book. Your chairman believes you will thoroughly enjoy this evening with books.

P. R. H.

DRAMATIC SECTION

The last meeting of the Dramatic Section was held in the form of an election, when Mrs. Josephine Rudasill was elected unanimously as chairman of the section for the coming year, and Miss Betty Walton was chosen for the position of secretary.

"Rudy" outlined a few very interesting plans she has in mind for the coming year to make the section enjoyable to each and every one of the members.

I would like to take this opportunity of thanking all the members of the Dramatic Section for their earnest co-operation this past year, and I know if they will continue to back "Rudy" and Betty, you have a big year ahead of you.

The next meeting of the section will be held in the club rooms Tuesday, March 12, with Mrs. Eva Smith Hackett's class instruction.

THELMA M. GAFFIGAN.

MAR - 8 1935

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco Telephone, Prospect 8347

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Single copies......05

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BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Mollie Gunn
Advertising.....Florence Hogan

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Elizabeth Adams Nan G. Lawrence
Margaret Bell Betty Walton

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House.....Jessie D. McKinney
Membership.....Hazel Jacoby
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarbrough

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Finance.....Alice B. Kennedy
Historian.....Mary F. Mooney
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

PROGRAM

Forget not your palm on Tuesday Night, March 19th; bring it along and have it digested by Siaida, the renowned palmist appearing daily in the *Chronicle*. Big dinner meet in the Ball Room of the Western Women's Club. Bring your friends and make your reservations with Mrs. Burlingame right soon.

GERTRUDE D. TUBBS, Program Chairman.

CLUB NOTES

MARGERY SHAFFER

The San Francisco Bay branch of the American Association of University Women held their luncheon meeting at the Western Women's Club on March 2. Miss Clotilde Grunsky, chairman of Committee on Economic and Legal Status of Women, arranged the program. It was a most interesting program from start to finish. Miss Grunsky spoke on the subject of the research conducted throughout the country concerning the discrimination against women workers. Miss Annette Abbott Adams, attorney-at-law, addressed the group, giving some interesting statistics. Mrs. Paul Eliel, State President of the League of Women Voters, gave an interesting account of some of the measures before the State Legislature concerning women. Our club was invited to attend the meeting.

Our beloved member, Louise O'Hara, is very ill. The last report from the Franklin Hospital is: "She is resting easy and holding her own." We all join in best wishes for your speedy recovery, Louise.

The executive board of the San Francisco City and County Federation of Women's Clubs has appointed Mrs. Hulda McGinn on the nominating committee.

There is a movement on foot asking President Roosevelt to appoint a woman to fill the vacancy in the Federal Court caused by the death of Judge Frank Kerrigan.

Louise Stivers is getting more daring every day with that car of hers. Over the week-end of February 22, with friends, she drove down to Los Angeles. Pretty brave! Doubt if I would have the nerve to take those mountain curves.

Ethel Johnstone, chairman of San Francisco activities for National Business Women's Week, March 17 to 23, announces receipt of the annual poster to be used on display. It is futuristic in design, the artist portraying the forward-looking, forward-thinking movement of women today.

Some people are more versatile than others; so it is with Enaid Jones. She finds time in her busy life to edit our paper, bake cookies for the Thursday nighters, tutor her pupils, and take the role of nurse; the latter attending her mother and uncle, who, we are pleased to say, are on the road to recovery.

It is gratifying to report that Mrs. Mary Prag, mother of Representative Florence Prag Kahn, has passed the crisis and is holding her own after an attack of influenza.

We read that Mrs. Fred Benioff has sailed on the United Fruit Company liner *Antigua* for a trip around Mexico "to sort of relax and come back into the fur business."

Jessie McKinney has returned from a week's sojourn in Seattle and Portland. She was so weary that she remained in her berth until noon.

Margaret Torreyson, Charlotte McClelland, Lillie Kuck, and guest attended the Installation Dinner and Birthday Party of the Palo Alto Business and Professional Women's Club held Saturday evening, March 2. They report that it was a most enjoyable program. After the installation of officers, a pageant was presented depicting the history of the club starting with its origin and ending with the burning of the mortgage on their club house.

Lena O'Connor attended a patriotic dinner party on Washington's Birthday. Her host and hostess were married on Washington's Birthday, and also the hostess's niece, so a double ceremony was celebrated.

CIVIC SECTION HEAR MR. O'FERRELL

Last Monday evening, February 25, the guests and members of the Civic Section had the pleasure of listening to a very able and interesting speaker, Mr. J. A. O'Ferrell, inspector in charge of the State Narcotic Enforcement Division.

Mr. O'Ferrell has a deep understanding as well as keen human interest in the people with whom he has to deal, and through his word pictures enabled us to feel a deep sympathy for those poor unfortunates and to realize the problems confronting his department as well as that of the individual.

Appropriations for the Narcotic Enforcement Division had been so drastically cut and were so inadequate that finally through a Supreme Court decision an additional sum of \$36,000 was secured, enabling the Division to increase their force from two men in Southern California and two men in Northern California with their respective chiefs to fourteen men throughout the State; and in addition Chief Quinn of San Francisco has co-operated with the department by detailing six additional men at no cost to this Division.

Since prohibition, gangsters are thriving, and it is nothing for an addict to pay from \$7 to \$10 a day for the use of narcotics. Some of these poor unfortunates use twenty grains per day, while the usual doctor's dose is from one-half to four grains.

One of the startling statements made by Mr. O'Ferrell was that there are 30,000 addicts in California, and that the use of narcotics is spreading to children of high school ages, being introduced to them in cigarette form by unscrupulous peddlers. It is no wonder that eighty per cent of crimes committed can be traced indirectly to this debasing habit.

Rehabilitation of the addict requires from eight to twelve months. Male addicts are taken care of at Spadra, the grounds of which occupy about eight hundred acres, where men are kept at work and their minds occupied. New quarters are required for women, and there is some talk of additional wings being built for that purpose. One of the greatest problems confronting the department is after the individual is cured and is returned to the place of commitment. It is particularly difficult at this time for these individuals to rehabilitate themselves, unless they have work or friends to befriend them; otherwise, they simply drift back to old associates.

Seven billion dollars annually is spent for the prevention of crime. Two billion dollars annually is spent for education.

Eighty per cent of narcotics comes from Japan. At the conference at Geneva the stopping of the manufacture of narcotics was called for and ratified by twelve countries; Japan and Bulgaria were the only two countries which held out. In Manchukuo, Japan is planting thousands and thousands of acres of these habit-forming drug plants.

The current price of morphine in its pure state today averages from \$80 to \$110 an ounce. For the retail trade, it is diluted and brings in a price averaging from \$300 to \$400 an ounce.

In closing, Mr. O'Ferrell showed us many interesting specimens of pipes used by the addicts and pictures of the poppy, which originally was called the "plant of joy."

The close attention and interest shown by members present were a fitting tribute to our interesting speaker, and the climax of a series of meetings held last year under the able direction of Miss Naomi Hammond. It is my sincere conviction that many of our members do not fully appreciate what they are losing in not attending.

RETA W. MARSHALL.

R. C. A.

Happy Hours No. 1. Sunday Pass Day. Peering over the bay from Southern Heights, almost tagging Mt. Diablo; gazing at the Farallones from old Lone Mountain; gorging a luscious fish dinner at Fisherman's Wharf, under police escort; roaming concessions at the Beach; ah, a big day for 20c, plus eats. No. 2: Monday Broadcast at the Community Theater, courtesy of our Z. Clements. Carefree Carnival bubbling with pep and laffs. An' prizes! Guess a winner—none other than our Margaret; up the aisle she barged, our President, collecting her package of Crazy Crystals. We gotta watch her now—see the effect! Fifteen of us dined in the club thereafter—a jolly group.

Sunday—March 10th, let's in reverse. Meet at 19th Avenue and Sloat Boulevard at 11 SHARP! Take No. 17 to the terminus; or No. 12, alighting at 19th Avenue; or K, getting off at Sloat Boulevard and walking down to 19th Ave. We'll squint about, walk hither and yon, over to Lake Merced, Harding Park—perhaps land in the Zoo—who can foretell!

Monday—the 18th: At the Curran with the Abbey Players from Dublin, rated high class. *The Far Off Hills* they plan and there should be interest and humor—the Irish never fail us. Come on—55c. Have I your reservation?

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AN ARTICLE BY IDA REED

In the *What Women Are Thinking* column of the San Francisco Chronicle, March 2, 1935, Ida M. Reed has an article titled *Photography As a Hobby*. She states that, due to rapid economic and political changes, the question, What shall I do with my leisure time? is becoming more important every day. Miss Reed's solution to the problem is: "Cultivate a hobby, become vitally interested in some activity that will lift you out of the cares and worries of the workaday world. . . . We should choose our hobby from a type of activity which will pay dividends in health, happiness, and the development of personality."

The writer gives us five factors that seem to influence our decision. They are: The hobby should have cultural value; it should be intellectually satisfying; it should have a wide scope to prove interesting to people of various talents; it should be a live, vital activity in which there will be stimulating discussion and controversies; and finally it should make possible definite creative accomplishment.

To each of these factors Miss Reed has readily applied the hobby of photography. In cultural value, photography is now generally accepted as one of the finer arts. Intellectually, it presents scientific problems that are still unsolved by our scientists. Regarding scope, "there are three main branches of human activity, the intellectual, the artistic, and the manual. . . . Photography offers plenty of room for activity in all of them." As for its vitality and creative accomplishment, photography offers, at present, a lively debate as to just what constitutes photographic art.

In conclusion, Miss Reed says: "You are living in a center of photographic activity. So the opportunity is yours."

ADVERTISING NOTES

We have the pleasure of welcoming Pelicano-Rossi Floral Co., 123 Kearny Street, as a regular advertiser to our paper. Just to look in their beautifully arranged window is enough to make us want to brighten our homes with flowers.

After we have purchased our gay corsage, we go upstairs to 133 Kearny Street, to greet another new, regular advertiser, Lewis Incorporated, Jewelers. Here we find things to delight the feminine heart as well as lovely appointments for the home.

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Men and Women"**

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Posture and Deep Breathing Exercise
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OPEN HOUSE

After a steady, twenty-four hour downpour, many Thursday Nighters thought last Thursday a good night to stay home, but about three dozen ventured out and spent a happy evening in our cheerful club rooms.

A delicious cake contributed by Elsie Monte and chocolate cookies made by Enaid Jones herself were served. Our hostess, Edith Floyd, had prepared for the usual clear weather crowd, so a third cake donated by Anonymous was raffled off with Margaret Torreyson as master of ceremonies. The lucky number was held by Gertrude Tubbs, who promptly displayed good business acumen by raffling the cake off a second time with chances at half price, netting a nice little sum which the hostess can use for cake some night when the supply runs low. The second winner was Margery Shaffer, who decided that the luscious-looking cake had withstood enough raffling.

Miss Ellis, a member of the Minneapolis B. & P. W. C., who is visiting San Francisco for a few weeks, spent the evening with us, and Anne Attridge brought Miss Effie Gillespie, who has signified her intention of becoming a member of our club.

Josephine Rudasill and her committee, on duty for the first time, served graciously and capably. They were distinguished by the new green and gold hostess badges bearing their names, an innovation this year of which everybody approves.

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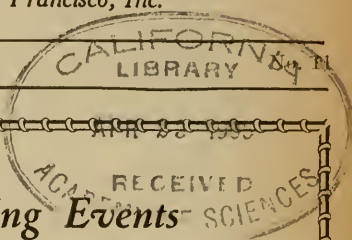
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MARCH 16, 1935



Weekly Program



Coming Events

March 19—Dinner, 6:15 P. M.
Western Women's Building.
Speaker, "SIAIDA."
March 21—Choral Section, 6:45 P. M.
March 21—Thursday Open House, 8 P. M.
Special Party for Business
Women's Week.

Hostesses

Ethel Sullivan

Allene Schuerbrock
Bright Tatarian
Olive Chauvaud

Lucille Caesar
Phillis Bourne
Florence Stieler

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

BUSINESS WOMEN'S WEEK RADIO SCHEDULE

STATION	DAY	DATE	TIME	SPEAKER
KPO	Tues.	5th	10:15-10:30 a.m.	Miss Vivian Yarbrough
			1 announcement, March 5.	
KGGC	Sat.	16th	11:00-11:08 a.m.	Miss Polly Hatch
KGGC	Mon.	18th	10:00-10:05 a.m.	Miss Hazel Jacoby
			6 announcements, March 16, 18, 19, 20, 21, 22.	
KTAB	Mon.	18th	5:15- 5:30 p.m.	Miss Ida Reed
KJBS	Tues.	19th	9:45- 9:50 a.m.	Dr. Crete Crockett
KTAB	Wed.	20th	5:15- 5:30 p.m.	Mrs. Charlotte McClelland
KQW	Thurs.	21st	2:45- 2:50 p.m.	Miss Marion Morris
KQW	Sat.	23rd	9:45- 9:50 a.m.	Miss Nan Lawrence
			6 announcements, March 11, 12, 13, 14, 15, and 16.	
KFRC	Thurs.	21st	3:55- 4:00 p.m.	Miss Enaid C. Jones
			2 announcements, March 19 and 20.	
KYA	Sun.	17th	4:15- 4:30 p.m.	Miss Margaret Torreyson
KYA	Mon.	18th	11:45-11:59 a.m.	Miss Sylvia Kempton
KYA	Tues.	19th	11:45-11:59 a.m.	Miss Naomi Hammond
KYA	Tues.	19th	1:00- 1:10 p.m.	Judge Theresa Meikle and Miss Edith Wilson
KYA	Wed.	20th	11:45-11:59 a.m.	Mrs. Genevieve Allen
KYA	Thurs.	21st	11:45-11:59 a.m.	Dr. Rae Morrow
KYA	Fri.	22nd	11:45-11:59 a.m.	Miss Lilian Elias
KYA	Fri.	22nd	1:00- 1:10 p.m.	Mrs. Letitia Farber
KYA	Sat.	23rd	11:45-11:59 a.m.	Mrs. Carolyn Weber
			9 announcements, March 17, 18, 19 a.m., 19 p.m., 20, 21, 22 a.m., 22 p.m., and 23.	

Subjects discussed by above speakers:

National Objectives, National Ideals, Security, Unemployment Insurance, Old Age Pensions, Women and World Peace, Today's Tomorrow, The Changing Status of Women, Employability of Women, the San Francisco Business and Professional Women's Club, The Women's Court, Women in Politics, What Kind of a World Do You Want to Live in? What to Do with Leisure Time.

GENEVIEVE ALLEN, Radio Chairman.

MAR 15 1935

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Auditor.....Ethel M. Johnstone

Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Nan G. Lawrence

Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

DISPLAY WINDOWS IN S. F. STORES

The following stores have promised to co-operate with us by having appropriate display windows for Business Women's Week. Be sure that you make a tour of inspection.

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Breuner's

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White House

Liebess & Co.

Livingston Bros.

Pellicano-Rossi Floral Co.

O'Connor, Moffatt & Co.

Carlisle & Co.-Upham & Rutledge

I. Magnin & Co.

THURSDAY EVENING

NATIONAL BUSINESS WOMEN'S WEEK

The evening of March 21 is to be dedicated to the young friends of our members. If you have a young friend who is entering or preparing to enter the business world, bring her to the club lounge this evening. We are planning a program of more than usual interest especially for these young people. Our president, in a short talk, will tell them of the National Federation, what it means to us, and its aims and ideals. Our own Theresa Meikle, Judge of the Municipal Court in San Francisco, will be a particularly interesting attraction and we know will have something well worth while to say to these young potential business and professional women.

In addition, there will be entertainment by several talented members of the club given primarily for the amusement and enjoyment of our young guests, and the "eats" will be especially planned for the youthful appetites.

PROGRAM NIGHT!

Hi, Member! Don't forget that engagement on Tuesday, the very next. Three requisites: Your palm, your voice, the price! We start with good eats; sing a cup 'la community songs—chummy-like; then, our speaker, "Siaida" of the *Chronicle*, will explain the vagaries of those wee lines of the palm, which indicate the yesterdays and tomorrows. Hope to have a merrie evening—contacts, songs and prophecy! James can call for you at 9.

GERTRUDE D. TUBBS, Program Chairman.

IMPORTANT ANNOUNCEMENT

Business Women's Week will be closed with a dinner at the Hotel Leamington, Oakland, on Saturday evening, March 23, 1935, at 6:30 o'clock. \$1.10 per plate.

The dinner is sponsored by the Bay District clubs with the Alameda Club acting as hostess. The speaker for the evening is Mrs. Paul Eliel, president of the League of Women Voters, who is particularly interested in the welfare of women.

(Reservations with Mrs. Burlingame.)

R. C. A.

We have enjoyed two fine operas this year with the "Dollar Opera"—*Butterfly* and *La Tosca*, both sold-out houses and splendidly rendered. Dinner accompanied each event and I feel that both occasions have been outstanding. Best seats, congenial company and mighty good music. I hope next year to be able to have at least three parties and more participants.

Monday Night—March 18th, come the Abbey Players from Dublin, in *The Far Off Hills*. This aggregation of players is heralded with much favorable comment from Chicago and New York and I believe we will have a most entertaining evening. Price—55c and I might even have a couple left—I took 30.

GERTRUDE D. TUBBS, Recreation Chairman.

In accordance with Article VI, Section 1 of the Bay District by-laws, which reads as follows:

"Section 1. Clubs shall be represented at the annual meeting by the Club President or her appointee, and one delegate or alternate for the first ten members; in addition to the foregoing, each club shall be entitled to one member delegate or alternate for every additional 25 members or major fraction thereof,"

nominations for delegates to the annual meeting of the Bay District to be held at Stockton on April 6 and 7 were made at the business meeting held on Tuesday, March 5:

The following were named as delegates to the said convention: Margaret Torreyson, Ethel L. Maxwell, Mary H. Baker, Nan G. Lawrence, Dr. Josephine Frisbie, Terese Forman, Ethel M. Johnstone, Lenore D. Underwood, Bertha M. Pierce, Ida Rose Grebinar, Dr. Adah Ruth Taylor.

The president was authorized to appoint additional delegates in the event that a sufficient number were not nominated. The president has appointed Jene S. Bishop and Dr. Phillis Bourne to act as delegates to said convention.

Due to the fact that there were not a sufficient number of delegates nominated, there will be no necessity for an election of delegates and there will be no election held on Tuesday, March 19.

The above-named persons will represent the club as delegates at the annual convention of the Bay District.

CLUB NOTES

MARGERY SHAEFFER

Miss Lucille H. Cordrey will display Mexican arts, crafts and photographs belonging to Miss Dorothy Durbin Decatur, who is presenting a program of Mexican songs and folk dances Saturday afternoon, March 16, for the business women's group of the Yo Kalon Club. Lucille's dream is to take another trip into the interior of Mexico and delve into the ancient history of that country.

At the time of writing these notes, I am happy to report that Louise O'Hara expects to leave the hospital in a few days. Did our united thoughts and recovery messages speed your recovery? I hope so. Again, best wishes, Louise!

Our heartfelt sympathies are extended to Mae Cummings in her recent bereavement. It is hard to give up our mothers, but it is God's will, not ours, be one.

Over KYA, March 5, on the Women's Institute of the Air program, Fern McGrath discussed the interesting subject, "Delving into the New Science of Psychology." Those who were unable to tune in missed a splendid talk.

The time? March 22, 1935.

The place? Sir Francis Drake Hotel.

The girl? Miss Nan Lawrence.

As the incoming president, Nan will be installed for the ensuing year to safeguard the duties and responsibilities of the San Francisco Women's Traffic Club.

Margaret Torreyson is to speak before the girls' assembly at the Piedmont High School on March 20. She has much to suggest to these young women to assist them in formulating their plans for a business career.

Hazel Dominick is convalescing after a serious attack of the "flu." She was a very sick girl for a few days and we are glad to know that she is up and around again.

It is unfortunate that more of the members could not have heard Vivian Yarbrough's splendid broadcast anticipating the coming activities of Business Women's Week. It was in the form of an interview during the *Call-Bulletin* radio broadcast, March 5, 1935, the interviewer being Edith Bristol, the *Call-Bulletin's* women's editor. The aims and purpose of the club were reviewed, local, state, national, and international. Mention was made of the coming conventions.

Miss Jennie Pray, editor of the Glendale Club paper, was a visitor in our club rooms last week.

ADVERTISING NOTES

Would you like a home without the responsibility of one? Then look for such an opportunity in our columns.

If you have not visited Mrs. Eva Smith Hackett's new studio, you have missed a treat in artistic beauty. We know of Mrs. Hackett's splendid work through our Dramatic Section. Need we say more?

Do you like the proverb in Hazel Jacoby's ad? We think it most appropriate.

Spring vacations are in season. Why not take a trip with Mrs. Crookston? See her announcement of a most attractive tour.

AN INVITATION FROM LIVERMORE

The Business and Professional Women's Club of Livermore invites the members of the San Francisco Club to the Public Relations Dinner, honoring the hundredth anniversary of Livermore, on March 21, at 7 P. M., in Veteran's Memorial Hall. \$1.00 per plate.

(Reservations with Mrs. Burlingame.)

EAST-BAY SCHEDULE FOR BUSINESS WOMEN'S WEEK

Following is the schedule published in the Bulletin of the Business and Professional Women's Club of Berkeley:

Sunday, March 17—National Business Women's Week starts on Sunday, the 17th, and Berkeley Club will give a tea honoring the news members. Club members of Bay District are to be invited as well as friends of our members.

Margaret Perkins is chairman for the tea and she is planning something real fine for us. The tea will be at the Women's City Club from 3 to 5 o'clock.

The Alameda Club has invited us to attend church service on Sunday evening, March 17, at 7:30 o'clock, at the Alameda Presbyterian Church, Santa Clara Avenue and Chestnut Street.

Monday, March 18—Proclamation Day; the mayors of the cities will be asked to issue a proclamation.

Tuesday, March 19—San Leandro Club will have a reception to senior high school girls at 8 o'clock at the Alta Mira club house.

Wednesday, March 20—Oakland Club will have a big day at Whitthorne & Swan's Dry Goods Store.

The Alameda Club will be hostess to a dinner during the week.

March 25 to 30—Good Government Week, sponsored by Berkeley League of Women Voters and Berkeley Junior Chamber of Commerce.

City Hall open house, March 27 and 28.

Reception at City Hall on Wednesday, March 27, at 8 o'clock.

Good Government banquet Thursday, March 28, at 7 o'clock, at Berkeley Women's City Club. Tickets may be obtained from Mrs. Herman Swartz, ASliberry 7643. Price \$1.00.

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ASSEMBLY BILL No. 182

Following the dinner on Tuesday evening, we were treated to a very enlightening and helpful talk by our own Zulu Clements regarding Assembly Bill No. 182, which has been introduced to this session of the legislature by Mr. Charles Wagner, of Alameda, and which is also sponsored by Mr. Wagner.

This bill proposes to amend the eight-hour law for women by adding the words "or in any other office." She gave a resumé of the bill and some of the past history of this and similar measures which have been introduced to our legislature from time to time, and pointed out that this is one of the most threatening bills introduced at this session so far as women are concerned, because it enlarges the scope of the eight-hour law, not only regarding office girls and clerks, but those in executive positions as well.

The recommendation was made at the meeting that the secretary be authorized to write to each member of the committee on capital and labor, to which this bill has been referred, and advise them that the Business and Professional Women of San Francisco are opposed to this bill, as it is a direct discrimination against business women, and that we intend to voice our protests against it.

This is a matter that is of vital importance to business and professional women, and we should pass the word among our friends that such a bill has been introduced to the legislature and that it has been referred to the committee, and that each one should exert every effort to help defeat it.

N. J. F.

EIGHTY YEARS YOUNG

Life begins at eighty could well be the title of the life story of Nell Palmer, who celebrated her eightieth birthday last January 18. A little matter such as crossing the Bay in stormy weather never keeps her home from important club events. At the last business meeting she set everyone a remarkable example by being present and participating in the meeting.

With keen interest in all civic affairs her mentality is indeed the envy of many much younger women and her love of nature is perhaps the secret of her singularly happy life.

Like Ida Reed, she believes we should all have a hobby, her particular hobby being the Business and Professional Women's Club of San Francisco. Beloved by each member, Nell Palmer is in every sense of the word eighty years young.

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THURSDAY

Even a rainy Thursday night does not dampen the enthusiasm of the Thursday nighters any more. We have all become so accustomed to rain that we are beginning to like it. We'd probably miss it if it were to leave us suddenly.

A good crowd came out on Thursday evening, even including the mothers of two of the hostesses—Mrs. Maclaren, mother of Elsie, the gracious chairman of the evening, and Mrs. MacLean, mother of Cathryn—and glad we were to be there, for Edith Floyd and her hostesses always see that everyone has a good time. If you want anything you do not see, just ask one of the girls with a green and gold badge and it will appear like magic.

Many different games were in progress, so it was possible to find the one you were most interested in—bridge for experts, bridge for novices, rummy, anagrams, and we did hear a report that they were playing "Hell" at the table where our editor sat, but this has not been verified.

Our new president graced the occasion with her presence, which of course added to the delight of all.

Of course we enjoyed the delicious doughnuts, furnished by Mrs. Jennie L. Sanford, and the coffee which accompanied them.

If you want to know where to go for a pleasant Thursday evening, just try 609 Sutter Street.

N. J. F.

Business Woman to Share Flat

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crave,*

It would both get and save."

Old English Proverb, 1670.

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All expense except meals ashore and personal items,

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If you can take more time, there are other plans in the itinerary to be had at the club rooms or by mail for the asking, or you can come back by water. The cost—with five days as above included—is only \$307.75, with meals for 32 of the 37 days you will be away.

Above rates are for first class, steamer, and lower berth in standard sleeper, but we also have

THRIFT RATES

Same itinerary, but with tourist cabin on steamer and upper berth in standard sleeper, 25-day trip \$258.30, both ways on steamer; 37-day trip, \$208.50—less than \$6 per day.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MARCH 23, 1935

No. 12

Weekly Program



Coming Events

SECTIONS

March 25—Civic Section, 7:30 P. M.

March 26—Dramatic Section, 7:30 P. M.

March 28—Choral Section, 6:45 P. M.

March 28—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Irene Sheehan

Lena O'Connor

Lucile Cordrey

Barbara Greene

Louise Buck

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Ah! Sunday last! A day designed to intrigue the laziest. We adventurers traversed through meadows, vegetable gardens, woods, on to the shores of Lake Merced on the northern side. The serene little body of water, sun-bathed and companioned with bird life, we likened to all the garden spots of memory. Later we viewed our vast Pacific! How blue—the Mediterranean Sea could ne'er surpass the indigo of Sunday. We feasted and relaxed at Edgewater Beach, regretful the day was fleeting! Another glory added to our San Francisco wanderers.

Next: Sunday, March 24—'bout time to look for wild flowers, so hence to Bay View Park. Purchase a Sunday pass, and we'll meet at the same rendezvous, Hearst Building, Third and Market, at ten to 11—SHARPLY!

GERTRUDE D. TUBBS, Recreation Chairman.

CHORAL NOTES

Some of the early Thursday Nighters, arriving in time to hear the last of the Choral hour, are commenting on the lovely sounds issuing from the club rooms. The Choral is developing an excellent tone quality by starting the hour with ten minutes of exercises, which have progressed from plain "toe" to "tea-oh" with all its variations. In the songs, Madame Mackay is imparting to the Choral the same correctness that characterizes her own singing and the Choral appreciates more than ever the importance of watching out for the little points. In back of this excellent training are the earnestness and enthusiasm of each Choral member. The combination is unbeatable.

Pearl Parr has been obliged to miss Choral for the past few weeks due to a throat affliction and is under doctor's orders not to sing for a while. Olive Chauvaud has been missing from the ranks, too, having had a little of everything, from "flu" to arthritis. Outside of that, she has been resting easily. Speedy recovery, girls!

ELSIE MACLAREN.

DRAMATIC SECTION—NO HOSTESS DINNER

Time—March 26, 1935, 5:45 P. M.

Place—Des Alpes, 732 Broadway.

To play's the thing! If you don't know how, come learn. All members of the Dramatic Section, and those interested in this activity are cordially invited to join at dinner, preceding our March 26 meeting in the club rooms. Come attired in your happiest mood.

Please make reservations any evening before eight with Mrs. Rudasill, GRaystone 8655, or B. Walton, PROspect 8681.

CIVIC SECTION

On March 25, at 7:30 o'clock, the Civic Section will listen to comments and news flashes on what has been done in the State Legislature and what is brewing there. We think we have made a scoop, as we were told if we could get Mrs. Anna G. Law to speak for us, we should have secured one of the cleverest and best informed speakers in the Bay region. It was not easy to do, as Mrs. Law is a busy woman and much in demand. We did a lot of talking, and promised, among other things, that the program would begin on time and that she would not have to wait for us. So please help us to keep this promise. Mrs. Law is prominent in the League of Women Voters, and for many years has been its representative in Sacramento, a position she still holds. She has been most active in legislation concerning women and in child welfare and educational work. She is president of the Recreational Board of the city of Oakland, where her home is.

Let us show our appreciation of the service this dynamic speaker is doing us to come across the bay to speak, by filling the club rooms and giving her an audience worthy of her wealth of experience and the valuable information she can impart about legislative matters fraught with interest to all of us.

LOUISE STIVERS.

The Business Woman

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2390 Fifteenth Avenue

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DRAMATIC NOTES

Whether or not you have any illusions left about fairies, you would have enjoyed "Making Believe" with Mrs. Hackett's class on March 12, when we went through our paces, at a very interesting and enthusiastic gathering in our club rooms.

This Section offers splendid opportunity for development of every sort, whether it's to retain that girlish figure, enlarge your vocabulary, improve your speaking voice, or gain grace and poise for every-day use.

We were delighted to welcome two interesting new members, Miss Helen Mielke and Miss Ingeborg Fenn, as well as to have with us again Edith Floyd. We hope others of our new members will come and learn to play with us—all you need is the DETERMINATION—with Mrs. Hackett at the helm and our enthusiastic new chairman just bubbling over with interesting plans for our enjoyment. Come to our next meeting, March 26, and see for yourself.

B. W.

CLUB NOTES

MARGAREY SHAFFER

The weather was perfect the morning of March 13 when three of our members graciously took their places at 7:45 A. M. at the Women's Credit Breakfast Club held at the Women's City Club. Miss Eleanor Walker, the new president, presided, with Miss Gertrude Eckhoff as chairman of the day introducing Judge Theresa Meikle as the guest speaker.

Miss Pearl Smith advises that her new office address is now 454 California Street, telephone unchanged. Please change your roster accordingly.

The P.-T. A. of the Galileo High School, in accordance with its by-laws, elected our Helen Doble as a member to serve on the nominating committee.

Is it not gratifying to read the announcements in this column from time to time and see how many of our members are active in the various clubs and groups? Ever alert and on their tiptoes in local, national and international affairs.

Miss Elizabeth Dutot and Miss Castle left Wednesday for a two weeks' trip through Southern California, stopping at Santa Barbara, Los Angeles, San Diego, and other points of interest. We were glad that Elizabeth did not start out before the birthday party as she is one of our March girls.

We are sorry to lose our new member, Cathryn MacLean. She says she has enjoyed the club so much and regrets leaving. Her firm has transferred her to its Sacramento office. Whenever you are in San Francisco, Cathryn, run in and see us. We wish you happiness in your new surroundings.

Louise O'Hara left the hospital Monday, the 11th. On Tuesday her niece took her down to spend a week or so with Lillian Palmer. My! what lovely surroundings and a congenial foursome, Lillian, Louise, Emily, and last but not least, Amos. Best wishes for continued improvement, Louise.

Frances Effinger Raymond has a busy month before her. Thursday, March 21, she is guest of honor and gives a talk at the Stockton Club banquet. March 27, she leaves for a three weeks' trip to Spokane, Seattle, and Portland. She is on the program of the Inland Empire Education Association convention at Spokane. She talks to assemblies in other cities visited and will contact many business and professional women. Frances is an enthusiastic advocate of Charl Williams, first vice-president of the National Federation, for president-elect at the Seattle convention in July.

An interesting letter has come from Harriet Fyfe in which she anticipates her European trip as "a dream come true." She says:

"We leave on March 22 and will return in the autumn. We are driving to New York by way of Southern California and the southern route and then up through Washington, D. C., sailing from New York on the *American Banker* on April 5. In London we are either renting or buying an automobile and then will just loaf around England, Scotland and Wales, crossing to Ireland, as the fancy dictates. With the exception of three or four cities in the northern part of England where we visit relatives, it is my intention to avoid cities. I am afraid I am something of a heathen because to just go from one large city to another with a Baedeker in my hand and out of one art gallery and into a museum does not appeal to me. I should like a small amount of it, but I would rather roam around the country roads and stop at the small inns and really see what the country is like. My father's home is in Scotland and we will, of course, spend a portion of our time there."

We have received a letter from Virginia Marshall, who is now in Bakersfield giving demonstrations in cooking. She has made some pleasant contacts through the B. P. W. clubs of Fresno, Visalia, and Bakersfield. There is a most enthusiastic description of beautiful scenery; from it we quote: "We have been having some weather; snow, hail, and what not. However, we are rewarded for the inclement days by having Mother Nature put on her loveliest gowns for our approval. Really, the witch is so subtle we hardly know which of her frocks we prefer: deep purple of lupins, periwinkle blue of brodeais, soft yellows of the buttercups, lovely pinks, deep reds, and soft blues of tiny little blossoms of which I do not even recognize the name. Now we come to the gorgeous yellows of California poppies. Never have I seen such riots of color. The fact is, I've never seen such colorings in poppies, acres and acres, etc., etc., ad infinitum."

In conclusion, she wishes to be remembered to all her friends in the club.

HARK YE!

PROGRAM FORECAST! Place a circle around Tuesday, April the 16th—that's when we will be under guard of our Chief of Police!

GERTRUDE D. TUBBS, Program Chairman.

PADDY'S PARTY

Thursday evening saw a merry crowd of fifty gathered at the club rooms for an evening of bridge or "what-would-you," together with a celebration of St. Patrick's Day and the birthdays of those who were entitled to share in the honors.

Josephine Rudasill sang several Irish songs delightfully and was accompanied at the piano by Gerle Curington. During the last of these songs "Paddy" arrived in a smart green suit and a black top-hat, and jiggled around the room to the tune of a lively Irish melody. He was recognized as "Greb-bie," the chairman of the evening, and I must say he made a very good Irishman.

In order to carry out the color scheme of the evening, new green ash trays were brought by Ruth Law. Ten gathered around the birthday table to share the delicious cake sent by Margaret Torreyson and the shamrock cookies from "Greb-bie." A lovely green centerpiece of flowers, a gift from the Francis Floral Co., graced the center of the table.

We hope our new members and visitors can share in that quaint old bromide, "A good time was had by all." Be sure to come next Thursday.

C. W. D.

"THE FORTY DAYS OF MUSA DAGH"

Review by Mrs. Z. Tatarian

It is a strange coincidence that years after being an eye witness to the Armenian massacres of 1894, the occasion arises for me to review a book which wakens memories that loom as specters out of the past.

The Forty Days of Musa Dagh, written in German by Franz Werfel, was translated into English by Geoffrey Dunlop and acclaimed the December choice of the Book of the Month Club immediately after its publication. Franz Werfel was born in Prague of Jewish parentage. He received his early education in Austria and later studied philosophy in Germany. Since the Armistice he has lived in Vienna, devoting his time to writing. In 1929, while on a visit to Damascus, he was so deeply impressed by the pitiable sight of the Armenian refugees there, that he conceived the idea of writing a book setting forth the incomprehensible fate of the Armenian race. The conception in its reality is the book, *The Forty Days of Musa Dagh*. The name Musa Dagh, the Mountain of Moses, is taken from the steep, verdant promontory rising on the coast of Syria, not far from the

ancient Biblical city of Antioch. If early in the spring of 1915, one had stood on the heights of Musa Dagh, lost in the fragrance of its flowers, and songs of the birds, and gazed down into the blue waters of the Mediterranean stretching westward and thence into the valley of seven peaceful Armenian villages lying on the east and south, little would he have dreamt that before many moons, in this veritable Garden of Eden, would be staged one of humanity's most heroic struggles.

The story centers in the greatest crime of history, the brutal deportation of a million souls under the Young Turk regime during the World War and the valiant struggle for self-preservation by a band of villagers. Owing to their geographical position, which did not favor self-government, the Armenians had for over four hundred years been under the tyrannical rule of the Turk; had literally shed rivers of blood in their staunch support of Christianity; had become objects of pity and charity in the eyes of the nations of the world. Now they are confronted with a terror far more horrible than any plunder or massacre of Abdul Hamid's regime—exile, deportation! Facing this inhuman edict are the 5,000 humble villagers at the foot of Musa Dagh. The reader is taken into the heart of the Armenian people, an ancient, learned, religious race, and that of their age-long enemy, the Turk, in general a cruel, crafty, and ignorant race. Werfel deserves great credit for his authentic portrayal of places, characters and facts. The hero, Gabriel Bagradian, as a child of a wealthy family, was taken to Paris. There he was educated, married a French maid, became the father of an only son. After 23 years of assimilation, during which time he enjoyed all the advantages of life in the French metropolis, business affairs called him back to his birthplace.

Early in 1915 he arrived in Yoghonoluk with his wife, Juliette, and son, Stephan. About this time, Turkey entered the World War. Bagradian had kept his Turkish citizenship, had served as an officer in the Balkan wars, so naturally he expected to be called to service. Incidents and rumors showed him, however, that Enver Pasha, Turkish minister of war, and his colleagues, Talaat and Jemal, have a new satanic policy in view—the extermination of the whole Armenian race. As a Turkish subject, he

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THRIFT RATES

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cannot leave the country, but Juliette and Stephan are French and must be spared this awful fate. He tries to persuade her to return to Paris, but her French mind cannot grasp even the possibility of the horrors he foresees. How shall he save his loved ones?

We find Bagradian standing on the Damlayik, a plateau on the side of Musa Dagh, overlooking the valley. He is trying to analyze the fate of his people. Why all the suffering for centuries past and how should they meet the present unjust, unmerciful order of deportation? Looking away to the plains in the distance, he visualizes the death march through the burning deserts of Syria and Arabia. Everyone bearing the name of Armenian, from venerable patriarch to the suckling babe on his mother's breast, driven from palatial home or humble hut, with just what he can carry, at the mercy of God and the elements, under the despotic whip of the Turk, a prey to the prolonged agonies of disease and starvation.

Werfel uses a masterful pen to show that patriotism is a spark which may lie dormant through long periods of assimilation, but will flare up in the heart of a true man when his home, his people and country are at stake. His decision is made. This time they must not allow themselves to be driven and slaughtered like sheep. Musa Dagh will be their natural refuge. His knowledge of military affairs will serve him in good stead to draw up a line of defense. If die they must, let them die fighting! He calls a council of the religious, educational, medical leaders of the villages. Plans are drawn up and presented to a general assembly. Each has his choice—exile or self-defense. With the exception of the villagers of Bitias, all vow to die fighting. In systematic order all the cattle, foodstuffs, drugs, ammunition, and clothing are transferred to the Damlayik. A complete organization of army, church, judiciary, schools, and economic life is set up—Bagradian the military leader; Ter Haigasun, the spiritual shepherd; Dr. Altouni, the indefatigable medical caretaker, etc. And for forty days this handful of besieged people at the greatest of odds wage a battle of discouraging heroism and heroic discouragement against the far superior forces of the enemy. Isolation, hunger, disease, death of loved ones are driving the camp to the verge of mutiny. Still they must not lose faith in God; still they must hope patiently for help; and above all they must fight to show the nations of the world that the Armenians are not a people only to be pitied, but to be admired, a race worthy to be saved.

Werfel brings out another characteristic of the Armenians, chastity of home, and around this he weaves the two romances of the book, one between the hero and Iskuhi, a quiet, reserved Armenian maid, and the other between Juliette and the only other foreigner in camp, Gonzague Maris, the Greek;

the former almost a spiritual attachment of two souls and the latter an illicit love affair. The reaction of the entire camp to the latter affair is noteworthy. The honor of an Armenian family had been desecrated. This thought to them is worse than their hunger and suffering. Why had Juliette done such a thing? Why did not Bagradian kill the trespasser?

The blow of Juliette's unfaithfulness broke Bagradian's morale. The thought of it drove all else from his mind. It unnerved him and caused him to lose patience with his beloved Stephan. He reprimanded the child so severely before his friends that this, added to the jeers of his comrades as to his mother's shame, humiliated the child so that he ran away from camp, never to return alive.

How long, O God, could they hold out? Would never a passing ship notice the banner on the seaward pinnacle, "CHRISTIANS IN NEED—HELP"? The fortieth day. To their ever-watchful eyes was this a mirage? No, it is a ship piercing the fog. Signals are exchanged. The miracle they have prayed for has happened. Then the tread of famished, skeleton-like figures down the mountain path to the French cruisers and thence to the concentration camps at Port Said.

And what of Juliette? She is homeward bound. To her half-crazed mind all else is left behind. And Iskuhi? She too is sailing away, leaving only the memory of a pure love. And Bagradian? There is yet time for his ship to sail. For the last time he must climb the Damlayik to say farewell to burning memories, to his dear Stephan asleep under the myrtle trees. Soon overpowering sleep creeps upon him. The first relaxation in forty days. Suddenly he awakens. The ships are pulling away. A misunderstanding has left him behind. He must signal. Someone will see him. He must run to the water's edge—shout! But why do not his arms, his legs, throat respond to his thoughts? Does he really want to live? He has done his duty; his people are saved; his loved ones are gone. Sweeter far to sleep on the side of Musa Dagh. Stephan is here. The land of his forefathers is here. With these thoughts, again he climbs. As vultures swoop down to feast upon death, so the Turks approach the now lifeless Damlayik. Shots ring out. Bagradian falls grasping the cross on his son's grave. Thus end the forty days of Musa Dagh.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MARCH 30, 1935

No. 13

Weekly Program



Coming Events

April 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

April 4—Choral Section, 6:45 P. M.

April 4—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer

Allene Schuerbrock

Catherine Dawn

Anne Reidy

Elizabeth Mowder

Frieda Korn

Mollie Gunn

Edith Nelson

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS RECEIVED

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BAY DISTRICT CONVENTION

The annual meeting of the Bay District of the California Federation of Business and Professional Women's Clubs is called for April 6 and 7 at the Clark Hotel in Stockton.

The meeting will open with a banquet Saturday evening at the Masonic Temple. The Stockton Club will be hostess of the evening.

The business session will be called promptly at 9:30 A. M. Sunday, in the Clark Hotel. Members of the board, including committee chairmen and club presidents, will present reports. Suggested revisions to the Constitution will be reported on by the Constitutional Revisions Committee. The Nominating Committee will present its report. Election of district officers for the new year will follow.

Hotel rates are as follows: Single room without bath, \$1.50 and up; double room without bath, \$2 and up; single room with bath, \$2.50 and up; twin beds with bath, \$4 and up. Meals: Saturday night dinner, \$1.10; Sunday luncheon, 85c. Registration fee, 25c.

Reservations with Mrs. Burlingame.

CHORAL NOTES

Plans are already in progress for the State Convention in May and it is expected that several chorals will participate. A pleasing two-part arrangement of *Trees* has been added to the Choral's repertoire and within the next few weeks the section will choose two songs for its part of the program.

The altos gained two new members, Margaret Lewis and Lillie Kuck. The sopranos, not to be outdone, are scouting for prospects. All club members who would like to sing with the Choral on the "big" occasion are urged to join the group now. Time is limited if the Choral is to be perfectly trained.

ELSIE MACLAREN.

SOS—SOS—SOS—SOS

Has any member a CLEAN coat and dress in good condition which she no longer needs? Have received an emergency call on behalf of a young unemployed woman who is badly in need of a coat, hat and dress, size 18, which will enable her to appear clothed in such a manner as to give her a presentable appearance on her rounds while seeking employment. Her present clothing has become so shabby that she is unable to secure proper audience, etc. Any member who has such garments would be doing this girl a splendid service by giving them to her. Please communicate with Mae Barr Long, Underhill 8700, Local 584, or RANDolph 4672.

CONTRACT BRIDGE

For those who play contract and wish to keep up with the new rules now being used, Mrs. Jeannette McCurdy under the auspices of the Ways and Means Committee will conduct a lecture on all the new counting and bidding conventions, Wednesday evening, April 3, at 7:45, in the club rooms. This is an excellent opportunity to have these new rules explained without having to read through books of instructions yourselves. Mrs. McCurdy will give an oral lecture with illustrations on a blackboard, also supervised table play. Contract players will find this a very worthwhile evening—the price is only 50c, so come and bring your friends. AND, don't forget to bring notebook or paper and pencil, as you will want to write the various rules, etc., down to digest at leisure, or the next time you play bridge. Reservations not necessary, so come along and bring your friends and let's make it a big evening both for yourselves and the Ways and Means Committee.

CAROLINE BACHICH, Chairman.

The Business Woman

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 Club Reporter.....Margery Shaffer
 Accounting.....Mollie Gunn
 Advertising.....Florence Hogan

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 Second Vice-President.....Nell C. Boardman
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 Reception.....Edith C. Floyd
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Book.....Polly R. Hatch
 Choral.....Ida Rose Grebinar
 Civic.....Louise Stivers
 Dinner Hostess.....Maude E. McLaughlin
 Dramatic.....Josephine Rudasill
 Finance.....Alice B. Kennedy
 Historian.....Mary F. Mooney
 Public Relations.....Ethel M. Johnstone
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 Remembering.....Ida M. Reed
 Research.....Dr. Phillis Bourne
 Sunshine.....Matilda J. Schimpf
 Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

TRAFFIC TITBITS

The Traffic Club, composed of sprightly young women engaged in the various avenues of transportation, sailed away to sunny Hawaii on their installation party held Thursday last at the Sir Francis Drake Hotel. The banquet hall in palms, the tables in tapa cloth, brightly colored leis for everyone, a moon, a quartet of Hawaiians strumming those alluring strains, and an adorable young girl swirling and crooning "Aloha." Indeed, Hono—lu—lu, we. Our Nan Lawrence was installed as president and her response was constructive, effective and splashed with humor. The club will exceed traffic limits with Nan at the wheel!

ADVERTISING NOTES

Whether you want your furs remodeled or a suit made to order, you may be sure that M. Vincent will do it to perfection. One trial satisfies.

Save your car and your energy, enjoy the scenery as you go by Greyhound bus to the convention.

R. C. A.

Those Abbey Players from Dublin: Indade un indade—the Irish made good! Stagecraft to the nth degree. The humanness, the humor, the cleanliness of their selections, together with the perfection of their acting, revive the hope that the stage may yet survive. Our party of 43 enjoyed one of the best numbers—I am so pleased, but also sorry I had to refuse late applicants.

Next: "As Thousands Cheer," a big musical hodge-podge, satirizing those in the limelight of the past several years, even the royal family of England. Price \$1.10 in "our" gallery. Monday Night, April 22. Let me hear from you as soon as possible.

Later on comes "The Tobacco Road," now running in Los Angeles, and one of the big plays of New York's season of 1934.

And then, next month I'd like to take you to a fish dinner on a moonlight night—but the darned moon! Somehow won't do when and what I want. Let you know later. Cheerio!

GERTRUDE D. TUBBS, Recreation Chairman.

PROGRAM DINNER MEETING

We had a great time at the program dinner on Tuesday evening and Gertrude and her committee have set themselves a high mark for the year. The crowd was so large that the meeting was held in the ballroom and an enthusiastic gathering it turned out to be as the program progressed and we realized that we were enjoying a rare treat.

At roll call it was revealed that many visitors were present, and the membership committee had a profitable evening meeting them and lining up the prospects.

The opening number on the program was the singing of some original ditties composed by the chairman and set to old familiar tunes, to the accompaniment played most ably by Isabelle Banz.

We had heard on every hand that Siaida, of the *Chronicle*, was to be there and read palms, but we were not prepared for the sparkling personality and the clever handling of the subject which the speaker brought. She had all of us searching our palms for the lines that would prove that we were just what we thought we were and what we should be, for she told us that our palms revealed much more of our character and personality than we realized and we all felt that we must have ours read immediately. At the close of the meeting there was a great scanning of hands for lines which had been introduced and explained.

It was a fine start for the new year, and we hope that this meeting is an indication of the interest and enthusiasm which are to be manifest this year.

N. J. F.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

CLUB NOTES

MARGERY SHAFER

As the guest of Mr. and Mrs. Robert J. Koshland, Lotilde Grunsky attended the dinner last Monday evening at the Palace Hotel celebrating the 67th annual Charter Day of the University of California.

In the passing of Mrs. Mary Prag, the community has lost a teacher, counselor, and friend. Her service for three score years and ten will immortalize her name in the educational circles of San Francisco.

Our heartfelt sympathies are extended to our member, Congresswoman Florence Prag Kahn, and family.

Vivian Yarbrough did a marvelous piece of work for National Business Women's Week. All the newspapers cooperated splendidly and were most generous in giving us publicity.

The radio programs, arranged by Genevieve Allen, were excellent, too. It was my good fortune to listen to most of them, from which I gained much "food for thought."

It has been noised about that one of our members recently married. Up to this moment I was not able to verify the rumor. Now I can say "'tis so." Anna Hunt, a bride of two weeks, is Mrs. Louis Piend of San Bernardino, although they will be in the city for a time. The club members extend best wishes for a very happy married life.

Margaret Torreyson, Gertrude Tubbs, Bertha Dale, Charlotte McClelland, Zulu Clements, and Belle Banz attended the installation dinner of the Traffic Club March 21, when our Nan Lawrence was installed as president.

Mary Solari accompanied Elizabeth Dutot and Miss Castle on their trip through Southern California.

Marion Morris' radio address, *Race Tracks in the Court Room*, received high recognition from Charles Lee Swem, official reporter for *The Gregg Writer*, a magazine for stenographers. He has devoted his entire space in the March issue to her article telling how "rapid speech of our day makes a race track of the court room." Mr. Swem says: "Her article, which was originally delivered as a radio talk over station KYA, is an unusually intelligent and searching résumé of the duties of a court reporter."

Carolyn Nelson anticipates a delightful trip before very long. She sails from here April 19 to New York, down through the Canal, and back via the Canadian Pacific. This advance information came from Ethel Johnstone and when she makes a statement she knows what it is all about.

Another change for the roster: Nancy Foster's new residence address is 2890 California Street, telephone WEst 5602.

For the woman whose days are active . . . and what business woman does not find it so . . . that perennial favorite, the redingote, reaches new spring height. . . . There's no limit . . . it takes you anywhere and is an infallible tonic for jaded winter clothes . . . it's an answer to your spring coat problem.

Rose O'Brien has just received a glorious array of these redingotes as well as the increasingly popular capes to go with street clothes . . . town clothes . . . afternoon frocks . . . and dinner gowns, and we'll stake our new Easter bonnet you'll be sorry if you don't select one now . . .

Prices??? Well, you'll be surprised!!!

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APRIL 16TH

As I said before—that's the night we hold hands with the Chief of Police! I'm all thrilled, pals, 'cause he's a fine chap—and what's more, he's bringing his singing boys along—Oh Wow! Tell you s'more next time.

GERTRUDE D. TUBBS, Program Chairman.

THURSDAY OPEN HOUSE

Business Women's Week was celebrated Thursday evening, March 21, by a party, at which the next generation was honored. Our guests included a large number of girls who have just entered, or who are just about to enter, the business world. Judge Theresa Meikle gave a splendid talk on the *Twelve Values of Life*, stressing an unflinching sense of humor as of greatest importance.

A comedy skit by Anita K. Mayer and our newest member, Mrs. Marion Bender, was very cleverly done. They gave us *The Medicine Man from Swamporium*.

Then nearly a hundred of us ate hot dogs, delicious coffee, and cookies. Anita Mayer, Ethel Johnstone, Violet Neuenberg, and Enaid Jones, and of course, our hostess, Edith Floyd, contributed to the feast. Some variety to the "cats" we are getting these nights!

C. S.

YEARS YOUNG

Rare the privilege—rarer the individual, who celebrates the eightieth year with health, happiness, alertness of mind and the capacity for assimilation with the fantasies of today; and, rarest, the friend who honors you and your congenials with a festivity of beauty, scenery, foods, and hospitality. Our Dresden-like Nell Palmer, the celebrant; our diversified Margaret Chung, M. D., the untiring hostess; some thirty women of our club—women of personality—the participants. It was a brilliant evening with many a discussion upon the affairs of the world—they were well settled! Mrs. Morrow, mother of Rae, within touch of the eighty line, made merry; Frances Raymond—she wagered she'd beat 'em all, when she stepped upon the eightieth rung—!! So endeth another Happy Birthday for "our little Nell."

GURTY.

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AMENDMENT TO THE CIVIL SERVICE ACT

Women's groups who have been working for the repeal of Sec. 213 (Married Persons Clause) of Economy Act and meeting with little encouragement from our law-makers, are being advised to turn their attention rather to securing passage of H. R. 5051, a bill to amend the Civil Service Act. This bill proposes to add a paragraph to Section 2 of the present act, as follows:

"And no person shall be discriminated against in any case because of his or her marital status in examination, appointment, re-appointment, reinstatement, re-employment, promotion, transfer, re-transfer, demotion, removal or retirement. All acts, or parts of acts, inconsistent herewith are hereby repealed."

If H. R. No. 5051 is passed, Sec. 213 will automatically be repealed. There is more hope of getting this civil service amendment through, we are told, than the repeal of Sec. 213, as such.—*Bulletin of the Business Women's Legislative Council of California.*

NOTES FROM CANADA

Again the Canadian Federation has thrown itself into the lists to protest discrimination against women workers. The occasion is a questionnaire which has been circulated by the International Labour Office to the various governments to determine their attitude towards the employment of women in underground work in the mines. In a letter addressed to Hon. W. A. Gordon, Minister of Mines of the Dominion Government, the Federation asks that if the government declares itself as opposed to the employment of women in the mines, it will make clear that it favors the exemption of women engineers, nurses, medical women and social workers from such prohibition.

The Canadian Federation is collaborating with the British Federation of University Women in this action. This is the third time that the university group has similarly enlisted the support of the business and professional women's group.

The Canadian and United States Federations are exchanging invitations for their biennial conventions, both of which are scheduled for July on the West Coast. The Canadian meeting will be held July 3 to 8 at Calgary and the biennial of the United States Federation July 14 to 20 at Seattle, Washington. It is hoped that representatives of other countries will also be able to attend.—*Bulletin of the International Federation of B. and P. W. C.*

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KGCC CHANGES PROGRAM

KGCC announces that *Milady's Date Book*, a program that has served as a daily reminder service of the meetings of more than 700 San Francisco women's organizations, is now incorporated in a new program titled *Piasta*. It is on the air daily, except Saturday and Sunday, at 10 o'clock. One of our newest members is director of BODAR (Bureau of Distribution and Research) on this station.

NOTES FOR YOUR COOK BOOK

"I've never quite been able to get my mother's touch," said Dr. Adah Ruth Taylor as she finished the perfect cake which Prudence Penny photographed for the March 16 issue of the *Examiner*. "I can remember my mother, in our home in Texas having the darkies bring in a big bench and cover it with paper so she could spread out the Christmas cakes. A fruit cake, a marble cake, a big chocolate cake for my brother, and my favorite, the white layer cake with sour cream filling."

Dr. Taylor's recipe can be secured by calling Prudence Penny at the *Examiner*, SUtter 2424.

BOOK SECTION

At the last meeting of our Book Section we heard two excellent book reviews. One was a review of Philip Gibbs' *European Journey*, presented by Louise Stivers. It is an outstanding book on European affairs and was effectively presented to the group. Then we had a book lovers' treat in Mrs. Bright Tatariar's review of Franz Werfel's *Forty Days of Musa Dagh*. Mrs. Tatariar knows the country which is the background for this historical novel, the people discussed, and was even, in her youth, an eye-witness to a massacre such as is described in the book. Her review was a thing of beauty and no one who heard it will soon forget it. A copy of the review was published in the last issue of THE BUSINESS WOMAN, in case you overlooked it.

The Book Section has donated three fine new books to our club library. They are: Henry Carr's *Tinder Box of Asia*, Franz Werfel's *Forty Days of Musa Dagh*, Philip Gibbs' *European Journey*. We hope the club membership will read and enjoy them.

The program for the next meeting of this section will be published in next week's issue of our paper.

POLLY R. HATCH, Chairman.

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APR -5 1935

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Vol. 12

APRIL 6, 1935

No. 14

Weekly Program



Coming Events

April 8—Book Section, 7:45 P. M.
 April 9—Dramatic Section, 7:30 P. M.
 April 11—Choral Section, 6:45 P. M.
 April 11—Thursday Open House, 8 P. M.

Hostesses

Josephine Rudasill
 Allene Schuerbrock

Anne Attridge Minnie Korn
 Florence Capella Pearl Parr
 Ingeborg Ferm Constance Hendrickson

SECTIONS

Book—Second Monday, 7:30 P. M.
 Civic—Fourth Monday, 7:30 P. M.
 Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
 Swimming—Wednesday, 5 to 9 P. M.
 Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CHORAL NOTES

Elaine West, Bay District Music Chairman, has made the following important announcement:

"California expects to send a large contingent to the National Convention in Seattle and a song that is distinctly Californian is needed. The State Board has appropriated funds to be used as prizes for songs submitted:

1. \$5.00 for the best song, the words and music of which are original.
2. \$2.50 for the best words (original) set to any well-known or familiar tune.
3. All songs must be in the hands of the State Music Chairman by May 1."

Any club member is eligible to this contest and all contributions must be in Grebbie's hands not later than Saturday, April 27, so that she may forward them to the State Music Chairman. For the glory of California and our own club, get busy, girls! You have three weeks to think up a good one.

ELSIE MACLAREN.

P-O-L-I-C-E!

We need 'em and soon we'll have 'em; at our Program Dinner of Tuesday, April 16th, the boys in blue will entertain us, sing for us, and the Chief will expound for us! I got a nifty song to hand 'em, too! A gay night and an enlightening one, at that. Make your reservations, in time, with Mrs. Burlingame.

BOOK SECTION

At our meeting on April 8, two recent books of widely different character will be reviewed. Ednah Butler will review *Russia's Iron Age*, by the well-known writer and lecturer, William Henry Chamberlin. Mrs. Zella Kimball will review Ruth Eleanor McKee's *The Lord's Anointed*, an historical novel based on the American missionaries in Hawaii. Both books are considered very good and we believe it will be an interesting evening.

We plan to meet at 7:45 instead of 7:30 as some of our members believe the later time will be more convenient.

POLLY R. HATCH, Chairman.

HURRAH, A NEW ROSTER!

Every club member is requested to fill out the blank below and send it to the Roster Committee, 609 Sutter Street. If there is no change to be made, just write your name on the top line, with the words "No change." Otherwise, fill out the blank carefully, exactly as you wish the information to appear in the new roster. We MUST hear personally from every member, in order to have the correct information.

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

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A MESSAGE OF APPRECIATION

Women editors of the leading San Francisco newspapers were guests of the club at our dinner Tuesday, the 18th, during the early part of Business Women's Week. Business women, too, just as we are, it was a great pleasure to have them with us. Their aims and problems are identical with ours, which perhaps accounts for the generous treatment they give us in their news columns, both as a club and as individuals.

Aggregate press notices for Business Women's Week total an amazing lineage, the value of which will be reflected all year in renewed public interest in our organization.

The fashion and food articles, perhaps, were most important to our welfare as individuals. Right here is a good place to mention the ideal office created

in one Geary Street store window, and the care that went into choice of gowns shown in other window displays and advertisements published in the news papers. A business woman could hardly go wrong in any of them.

Radio debuts brought delightful and interesting experiences to some of our members; others, like our president, being old hands, were not afraid to face a microphone.

Weeks, as celebrations, may be a little outmoded but they have a very definite value. We were able to sum up accomplishments for last year and promise ourselves greater activity and effectiveness for 1935.

VIVIAN YARBROUGH, Press Chairman.

R. C. A.

APRIL IDEAS: Sunday—the 7th, that's Pick Nick Day. In Marvelous Marin we take a wee hike to the luncheon grounds just below Phoenix Lake in Ross. Bring some eats—not too much. The boat leaves Sausalito Ferry at 10:45—does not wait for laggards!

Friday—the 12th, that's Fish Day. So us for a fine fish feed down at Fisherman's Wharf, 2741 Taylor; take a Powell Street cable car right to the end, walk two and a half short blocks down Taylor—and there tiz! Marine Cafe. I wanted the moon, but she's too ritzy, so Ednah Butler and Trixie Forman have birthdays that week and we'll celebrate with them, minus Mad. Moon. Price 75c plus 2c tax. I'd like to have you tell me ahead, but the last minute will find you welcome. Time: 6:15.

Sunday—the 21st, that's Easter Day. For those who wish, we'll do sumfin. Have a dinner and enjoy one another—like other Easters. Tell you where next issue.

Monday—the 22nd, that's Theater Day. At the Curran, "What Thousands Cheer" is good entertainment and the price is \$1.10 in "our" gallery. Have I your reservation?

Dass'all.

GERTRUDE D. TUBBS, Recreation Chairman.

DRAMATIC NOTES

The Dramatic Section went "French" at its meeting on March 26, and, as the moon was just right, things went with a bang from the moment nineteen of us, including the Misses Minnie and Frieda Korn, charming new members, gathered about a table, especially arranged for us, at the interesting French restaurant, "Des Alpes," and began by reading the clever sayings on attractive place cards for which our nice chairman had "combed the town."

The spirit of good fellowship gained momentum as the delicious dinner progressed, and even the canaries in their gilded cages almost split their feathered coats in an effort to express their delight at having so many happy folks with them. There'll be more of these get-together-dinners, and, if you don't come'n play with us, you'll be missing an opportunity of developing "hidden treasure" which would pay rich dividends in happiness!

After a delicious dinner, we adjourned to our club rooms, and finally plans for future activities were discussed. Rudy has some very interesting things "up her sleeve," the first being a group of studio plays, especially for new members, to be given at an early date. Mrs. Hackett will assign parts at our next meeting, April 9, and all those interested are urged to be present.

BETTY WALTON.

CLUB NOTES

MARGERY SHAFFER

A letter from Frances Cummings, Director of Education of the National B. & P. W. of New York, advises our president that Miss Emma P. Hirth, national research chairman is touring the Pacific Coast. We hope to be fortunate enough to have her meet with us during her sojourn between now and April 9th. Miss Hirth is also Associate General Secretary of the National Board of the Y. W. C. A., so naturally her presence is in demand between the two groups.

Greetings to all her friends in the club came all the way from "Swan Acres" Homestead, Florida, this week. Annie Little Barry is visiting her sister "way down South" and enjoying motor trips to Palm Beach, Miami Beach, Key West and other points of interest. She reports the B. & P. W. clubs throughout this section are very active. No doubt she will have something to tell us on her return. We are always happy to know what our sister clubs are accomplishing. A safe return to the City by the Golden Gate is the best wish your friends can send to you.

A new address for Jennie Lake Sanford: 195 Twentieth Avenue, Apt. 201. Telephone the same.

In the recent passing of Mrs. Brewington, we extend heartfelt sympathies to Lillie, and trust we may prove to be friends indeed at this time.

Miss Mary Stewart, national educational chairman of B. & P. W. Clubs, is touring the country in the capacity of Assistant Director of Indian Affairs, United States Department of the Interior. Her schedule being quite heavy, she may not be available for speaking engagements, but will be happy to contact our members and attend meetings while in our city.

A delightfully newsy letter came from Mabel Pinger, Gahanna, Ohio. She says spring has arrived with a temperature of over 70 degrees, which makes you long for the highways and byways, so she invited her family to go riding, and where to, do you suppose? To O'Shaughnessy Dam. Doesn't that sound like home? Ohio has been suffering from drought, and the dam, which has been dry for some time, is now filled to overflowing. Yes! Auntie went too and enjoyed every minute of the trip. Wish you and Auntie could pop in for a wee cup o' tea some Thursday night. It would seem like old times. Mabel says the Y. W. C. A. fills much the same place there as the Women's City Club does in San Francisco, with lectures, book reviews, and social gatherings. Greetings to you, Mabel and Auntie, from all your friends.

Your EASTER CLOTHES won't register if your OFFICE and HOME are not in harmony. See what MARGARET BELL has done for the club rooms and let her help YOU with your problems.

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In a letter from Lillian Palmer dated March 8, she says: "Woke up this morning to find the ground white with snow. Amos and Emmie, the two natives, are wild with excitement and astonishment. Me? Nothing astonishes me any more except when a tenant cleans the sink."

Cathryn E. MacLean sends her Sacramento address as 1219 X Street. The evening of March 23, Cathryn attended the annual dinner and fashion show of the Sacramento Club and was made to feel quite at home by the members, the same old friendly feeling existing.

Louise O'Hara is now back home following a visit with Lillian Palmer. As yet she has not returned to her office, but with her slow and steady recovery she will be there soon. Keep up the good work, Louise, and we hope before long to see you in the club rooms.

DUST STORMS

We have all read of the dust storms in the Middle West, but when one of our members experiences them, they become doubly interesting. A letter from Winifred Kerr in Great Bend, Kansas, describes one of them. She says:

"You have probably read of the dust storms of the Middle West. We had our worst, so far, yesterday. From daylight till way into the night the dust settled, smothering everything in blinding fog. Often we could not see across the street, and we kept lights on in the house all day. There was little local wind, the dust being carried from distant places by high currents and slowly settling as it passed over. Today the aftermath—a strong south wind stirring the fine dust which had settled over everything. It is blowing in clouds from paved streets, swirling from roofs and trees, forming whirlwinds in lawns and gardens, and, of course, seeping into houses even though doors and windows are tightly closed. No relief can be expected until a good rain or snow comes to the entire country from Canada to the Gulf. We surely hope it comes soon as the menace of continued drought and crop failure is a serious one."

Winifred Kerr expresses her appreciation of membership in the B. & P. W. C. and sends best wishes to the club and her old friends.

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DIVIDENDS? YES!

Oh, I just went up Thursday Night to carry on with the Choral—I'd be back and abed by 9. Yeah! That ingratiating hostess with her friendly committee, what could a poor gal do but linger? Had a glorious evening. We were just folks! No particular visitors, no program, a sprinkling of officers—you know how 'tis: Cards, new members, discussions, hospitality! An' that Belle Banz—shes' the ruination of all slimming! She treated to the wonder-fulest sandwiches of nut bread and cream cheese. Always a restrainer I—but this attack was too much, resistance faded and I gorged. Were they good, oh me, oh my! Not one remained as a souvenir of the bounteousness of our Belle—always smiling, always helpful. As I flitted down the hill, sez I to Gurty: "Dividends on the B. P. W. investment are beyond calculation."

GURTY.

CONFERENCE ON STATE LABOR LEGISLATION

On Monday, March 25, a Regional Conference on State Labor Legislation was held at San Francisco. The conference was called by Secretary of Labor Frances Perkins, and representatives from labor and industry as well as from clubs and educational institutions were in attendance.

The labor situation of the four western states, Nevada, California, Oregon and Washington, was discussed by men and women well qualified to talk upon this subject. Secretary of Labor Frances Perkins led the discussion.

Among the subjects were: Minimum Wages for Women and Minors, Workmen's Compensation, Industrial Home Work, Child Labor, Migratory Labor, Health Insurance, Old Age Security.

Secretary Perkins stated that California has the upon the plan for federal unemployment insurance, and urged state legislation on unemployment insurance.

Miss Dorothy Williams, Assistant United States Attorney, spoke on Assembly Bill 86, sponsored by the League of Women Voters, which sets up a plan for state unemployment insurance in California.

Secretary Perkins stated that California has the best labor laws of any of the States and urged that other states follow the lead of California.

The day was full of interest and gave to those who had the privilege of attending the feeling that plans were being worked out and would be carried through which would benefit those employed in industry and business.

THE STOCKTON CLUB

Observance of National Business Women's Week by the Business and Professional Women's Club will be climaxed tonight with an employers' dinner in Clark Hotel.

The affair will be presided over by Mrs. Eva Grimshaw, president, and has been arranged by Miss Eva Dunbar, Miss Ruth Bennett, and Mrs. Mary Jones.

Frances Raymond of San Francisco, head of the Gregg Publishing Company, will be speaker.

The Stockton club had its beginning shortly after the war when a group of young women from the First Congregational Church met in one another's homes each week to discuss current events and topics.

Mrs. Helen Coleman Brown was organizer of the group known as "The Study Club."

The little group was induced in 1921 by the Business and Professional Women's Club of San Francisco and State officers of the organization to change its name to Business and Professional Women's Club of Stockton. The change was made and the first meeting under the new set-up was November 15, 1921, with 19 members attending.

Present club membership is 126. Six of the original group are still members of the club. They are Ruth Bennett, Dr. Minerva Goodman, Edna Orr James, Anne Osborn, Ella Conzelmann and Josephine Hogan.

The club has extended its interest deeply into civic and welfare affairs, giving aid to Camp Fire, Red Cross, Community Chest, Day Nursery, general welfare and for several years has awarded scholarships to Stockton girls.

The Stockton club is considered one of the strongest units of the State B. P. W. C. organization and has had representation for a number of years on the State board.

During the past four years the local group has established a custom of entertaining the bay district clubs over a week-end each spring. These affairs have become increasingly popular until Stockton clubwomen have earned the slogan from the bay clubwomen of "Stockton Knows How." April 6 has been slated for the week-end party this year.—*Stockton Daily Evening Record*, March 21, 1935.

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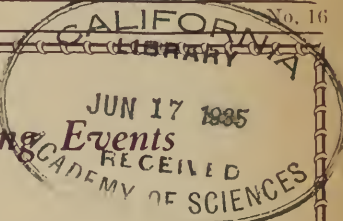
APRIL 20, 1935

No. 16

Weekly Program



Coming Events



April 23—Dramatic Section, 7:30 P. M.
 April 25—Choral Section, 6:45 P. M.
 April 25—Thursday Open House, 8 P. M.

April Birthday Party.

Hostesses

Ida Grebinar

Allene Schuerbrock

Ethel Ray

Lorraine Graves

Madelon Saxon

Ednah Butler

Bertha Hancock

Carrie Davis

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

EASTER GREETINGS



BIRTHDAY PARTY, APRIL 25

Come on, April Girls, give us a chance to celebrate with you, to congratulate you, and wish you "many HAPPY returns of your day."

DRAMATIC NOTES

Girls, be on the lookout for "Gay Deceivers," as well as opportunity to satisfy any latent curiosity as to the life surrounding "sardines" before they are put into tins, or is it nursing-bottles? We're somewhat confused, but are sure the fine new talent in our Section, under the magic touch of Mrs. Hackett, will help us solve these mysteries at our Studio plays, to be given in the near future. And, if you don't see our Maid—why, you'll be missing something! Watch for the date.

Our next meeting, April 23, will be preceded by another of those good-fellowship dinners at Des Alpes, 732 Broadway, at 5:45 P. M.

If you want to learn how to play, better come.

BETTY WALTON.

CIVIC SECTION

The date of the meeting of the Civic Section has been changed to April 29, the fifth Monday of the month.

We feel we owe an apology to the Section, since we promised a panel discussion on the Equal Rights Amendment for our next meeting. Difficulty in getting speakers forced us to change the plans. Anyway, what is more important at the moment than whether San Francisco shall have an exposition, and where it should be held? We are going to discuss that subject the 29th, and have speakers on both sides to give us ideas. Watch the next issue of THE BUSINESS WOMAN for more details.

Last meeting, we had a most enjoyable time with Mrs. Law. Those who did not attend missed a very profitable and entertaining evening. Please mark Monday, the 29th, on your calendars and plan to be with us.

455 20 125 LOUISE STIVERS.

R. C. A.

Sunday next — Easter — at Alta Mira Hotel, in Sausalito—we dine! Prettily located hotel, with a garden, a porch and said to be a nice dinner. Price a dollar and tax. The boat is 4:45 (not 4:15) from the Sausalito Ferry, foot of Market Street. A pleasant evening and if interested, let me know at once.

Monday—April 22—at the Curran—price \$1.10. *As Thousands Cheer*. Music, dancing, satire.

GERTRUDE D. TUBBS, Recreation Chairman.

REMEMBER APRIL 27

Have you signed up to play a game of your favorite bridge—contract or auction—for Saturday evening, April 27? Better come along with us and have a try for a cash prize. We have hostesses enough to entertain any who care to play, so if you have not yet received an invitation, you will, and by adding your fifty cents, you will help to swell the club fund by just that much, besides enjoying a pleasant evening. Jeannette McCurdy is to receive the high score of each party, and the winners in both contract and auction will receive the prizes.

N. C. B.

CHORAL NOTES

There is just one more week to complete the California song for the National Convention in Seattle. Our club has quite a bit of talent in this direction, and we can all find use for an extra \$2.50 or \$5.00, but the big idea is to let Elaine West, Bay District music chairman, know that the San Francisco Club is on the map.

What could be nicer than having a mother member in the Choral? The alto section's newest addition is Mrs. Dixon, the mother of Margery Shaffer. The altos are so puffed up with pride that the sopranos are going to have to do something about it, except that they are feeling puffy, too, because she's a Choralist.

ELSIE MACLAREN.

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Mollie Gunn
Advertising.....Florence Hogan

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Second Vice-President.....Nell C. Boardman
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Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
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Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Finance.....Alice B. Kennedy
Historian.....Mary F. Mooney
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

AN OMISSION

Last week the name of Dr. Rae Morrow was omitted from the House Committee. The list would not be complete nor would the committee function perfectly without her.

HOORAY, SEATTLE CONVENTIONEERS!!

If you can make up your minds quickly, THIRTY-FIVE (35) of you can have a fine steamer all to yourselves and your cars as far as Portland for the sum of \$15 per each and \$10 per each car. No expense for bed or board for yourself or car for this part of the trip.

From Portland, wander up to Seattle, taking in the Columbia River Highway, Mt. Rainier, or what you wish, and arrive at the convention in time for everything. Drive back a little faster and two weeks is plenty of time for the trip.

Leave San Francisco 6 P. M., Monday, July 8, on the *General Lee* of the States Steamship Lines, arriving Portland, Wednesday P. M., July 10, with three days in which to reach Seattle for the opening gun.

FIRST COME, BEST SERVED.

Further information from Mary Crookston, transportation chairman.

OUT-OF-TOWN CLUBS PLEASE NOTE.

REPORT OF THE BAY DISTRICT CONVENTION

At the annual business meeting of the Bay District Convention held at Stockton, April 6 and 7, the following officers were elected for the ensuing year:

President, Florence Stahl, San Jose.

Vice-President, Charlotte F. McClelland, San Francisco.

Recording Secretary, Vera A. Swaboda, Gilroy.

Treasurer, Virginia C. Griffins, Richmond.

Auditor, Amy L. Boynton, Lodi.

Jessie D. Whittier of Palo Alto was appointed corresponding secretary by the president. The president has not as yet announced her appointment for committee chairmen, but will make her selection within the next few weeks and the appointees names will go forward to the various clubs.

Interesting reports were given by committee chairmen and by the presidents of the clubs of the Bay District. All reports showed the activities and accomplishments of the various clubs.

A very delightful luncheon followed by a musical program was enjoyed on Sunday. Officers were installed by the State President, Maude E. Empey, in a short but impressive program.

ROSTER! ROSTER! ROSTER!

If you have not already done so, fill out the blank below and send it to the Roster Committee, 609 Sutter Street. If there is no change to be made, just write your name on the top line, with the words "No change." Otherwise, fill out the blank carefully, exactly as you wish the information to appear in the new roster. We MUST hear personally from every member, in order to have the correct information.

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

CLUB NOTES

MARGERY SHAEFFER

Our president is staying close to her mother the last few days. Margaret has been suffering from a throat condition and at such a time there is no place like home. The girls all send best wishes and hope she will soon be back in circulation.

We are happy to have Marie Wilkening back in the fold and hope her stay will now be permanent. Marie is with the Lang Realty Company here.

Expressions of sympathy have been extended to the relatives of Mrs. Cora L. Harvey, whose funeral took place last Saturday from 401 Baker Street.

A letter from Anna C. Clapp, our member in New Bedford, Mass., was postmarked New York and now we are wondering if she has a new address. Anna had better enlighten us.

Mrs. Carolyn Weber, first vice-president of the B. & P. W. of California, leaves soon to install the Coast District officers. The installation will take place at Atascadero, April 28 and 29.

Are women going forward? A subject of keen interest to every alert business and professional woman. Mrs. Eudora Ramsay Richardson, national field representative of the National Federation of B. & P. W., will answer this question the night of May 25, at the convention banquet. Speaking of convention, mark up your engagement book for May 24, 25, 26, the days when we will be hostesses at the State Convention. Miss Ida M. Reed, chairman of the general convention committee, has named the Palace Hotel as headquarters. Local transportation is in charge of Mrs. Mary D. Crookston.

The Girl Scouts' national convention is to be held in San Francisco next October. The Palo Alto group of Girl Scouts is now rehearsing a pageant written for them by Ruth Comfort Mitchell. Dr. Margery Bailey of Stanford University is directing this historical pageant, which the writer has entitled *The Flags of California*.

An interesting letter was received from Mrs. Louelle Payne, whose address is now 420 North Coronado Street, Apt. 201, Los Angeles. About two months ago she could hardly get around. She now has a new lease on life, is able to get out and meet people. Glad she enjoys reading *THE BUSINESS WOMAN*. We thank her for her kindly greetings and send best wishes for continued health and happiness.

A very welcome visitor to our Open House last week was Florence S. Hayes, a member of the Glendale Club.

This is Public Schools Week and our club is presenting Ethel M. Johnstone, Mary Day Barnes, and Mary Genevieve MacAleer as speakers before various public school groups.

We were hoping to have Mrs. Margaret Clark, president of the Los Angeles B. & P. W. Club, with us last Thursday night, but unfortunately she had a previous engagement. However, we want to extend a greeting to her and we hope she will find the opportunity to attend one of our meetings.

Can you imagine having to call out the fire department at a B. & P. W. convention? This is what

really happened: Dr. Luella Stone Swauger, president-elect of the Oakland Club, took her best "bitch and tucker" to Stockton. Awakening in her hotel room Sunday morning, she discovered, to her horror, that her entire wardrobe was locked in the bath room. There she was with nothing to wear but her sleeping apparel. With the aid of an extension ladder, firemen unlocked the door. Ethel Bogardus says: "If you want to see the blush Dr. Luella wore, all you have to do is yell 'fire.'"

Miss Florence Stahl, president of the Bay District, dropped into the club rooms. Mrs. Maude Empey came up with her to the city but spent her evening at the St. Francis Hotel with Miss Mary Stewart, who arrived here two or three days ahead of schedule.

GERTRUDE STEIN

Being as we seem to have the same first name on the outside I thought to get inside to find out on the real side if there was aught in common inside and so when I got inside to see what the outside of Gertrude could convey to the inside and found on the inside over five hundred more as wanted to be at the ringside even though Gertrude on the inside was trying to turn upside what seemed to most of us topside (punctuation prohibited) Gertrude to the eyesight although I may lack in foresight seems a female of the sexless type possessed of addictions most unusual although of course that which is unusual is usual because if usual they are seldom and therefore often. In the lapses twixt her reading she removes the specks strokes and re-strokes the short grey hair massages the eyebrows adjusts the nose responds to a stray itch all primitive but it's inside her or to the right of her and she fails to know just what is the matter Gertrude reads a thesis on the effect of English literature upon herself (I'd say it was terrific) Some of us knew something thereof before thereat but certain it is fewer of us knew less thereafter than if we had restrained therefrom and not listened thereto At any rate I learned through all these years or is it just months I have lived or have I lived ever no one can know all English Literature even though it be before you or aside you within you above you or may be it's not at all for it may frustrate you to the left or to the right (that's what troubles Roosevelt) Me today to a psychoanalyzer to find out what was inside me or not at all to cause me to part with two and twenty to be baffled with a contortion of words or perhaps I got education and perhaps I don't know it and if I don't know it what good is it and why? GURTY.

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CONFERENCE AT PLAY

Stockton Club's entertainment of the Bay District for its annual meeting is now almost a tradition. Certainly the twenty-one San Franciscans led by President Margaret Torreyson, who made the trip on Saturday afternoon, April 6, felt thoroughly at home when they sat down in their best bibs and tuckers to enjoy delicious Italian chicken and ravioli at the Presidents' Night dinner. And just for a novelty, so that we would not tire of the lovely shiny days we have always expected, Stockton produced a vigorous spring rain, but since we were all most hospitably housed in Jane Fry's comfortable Clark Hotel, and dined just across the street in the Masonic Temple, one heard not a murmur about the weather. If it were not for just such downpours, the Stockton girls would not have been able to give every one of their 250 guests a beautiful corsage of spring blossoms.

During dinner, Stockton Club's president, Eva Grimshaw, welcomed us. Bay District Music Chairman Elaine West led community singing in two or three catchy numbers. Our state officers present, Mrs. Empey, Mrs. Weber, and past State Presidents Z. Clements and Ida M. Reed, were introduced by Jane Fry, and past presidents of Stockton Club, the honor guests at the dinner, by Elaine West, herself junior past president. Then followed introduction of Bay District officers by President Florence Stahl, and presidents and delegations of member clubs were asked to stand.

After dinner, chairs were moved up toward the stage, and San Francisco's auxiliary member, Elaine West, with Ruth Hunefeld, sponsored a novel pageant, *The Seasons*, written and directed by Lillian Kelso. During our various delightful trips to the Stockton Club, we never failed to be amazed at the talent available in their own ranks. Whether it be a singer (and can Ruth Felt sing!), a group of chorales, dainty solo toe dancers, or a ballet, Stockton has 'em. The pageant consisted of various numbers depicting the four seasons expressed in music, song, and the dance, beautifully costumed, and presented with the expert ease of professional performers. Stockton Club should be proud of its clever, capable members, and we wish space permitted mention of everyone who contributed so much to our pleasure. One name must be mentioned, though, that of their brilliant young pianist, Catherine Meroux. Catherine is a fine and sensitive artist; maybe we will have a chance to hear her in solo work at the State Convention.

Our thanks to Stockton Club for a most enjoyable evening. We wish our delegation could have been, instead of 21, 121.

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INSTALLATION DINNER AT HAYWARD

The Hayward Business and Professional Women's Club invites the San Francisco Club to its installation dinner on April 23, 1935, at 7 P. M., in Green Shutter Hotel, Hayward. Price, 65 cents per plate. (Reservations with Mrs. Burlingame.)

ADVERTISING NOTES

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To order Easter flowers for your dearest friends as well as for your home.

The du Charme Studio tells us that you will need at least a week to have your portrait ready for Mother's Day.

Do not forget to clip the schedule of Psychology Lectures in last week's issue. Mrs. Fern McGrath assures us that they will be most interesting.

THURSDAY FRIENDS MEET

In spite of the counter-attraction of Gertrude Stein, the 11th brought its share of happy surprises to the Thursday evening habitues. Here came Sylvia with Florence Stahl, president of the Bay District here to greet them was Carolyn Weber, whose smiling face we see far too seldom. Here in the Conversation Corner was Mae Long with her guest, Mrs. Hayes, a charming visitor from the Glendale Club. Here came two of our convalescents, Olive and Pearl, to report their improvement to the Thursday regulars.

Everyone enjoyed the glorified "Cheez 'n' Crax," styled by Josephine Rudasill to match the "dream" sandwiches made by Anne and Enaid, and served with coffee and smiles by Rudy's most willing and efficient committee, with the assistance of our Angela Allene.

And over all, the atmosphere which is evidence that our Thursday Open House is "promoting closeness and helpful friendships among business women."

Enjoy solid comfort as you walk
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Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

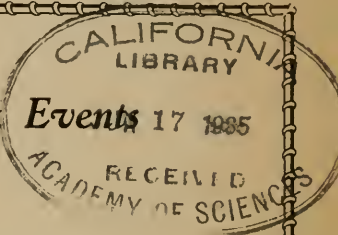
APRIL 27, 1935

No. 17

Weekly Program



Coming Events



April 29—Civic Section, 7:30 P. M.

May 2—Choral Section, 6:45 P. M.

May 2—Thursday Open House, 8 P. M.

Hostesses

Ethel Sullivan

Allene Schuerbrock

Bright Tatarian

Olive Chauvaud

Rose Wessell

Lucille Caesar

Phyllis Bourne

Florence Stieler

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

VERY LAST CHANCE!

Work is starting on the new roster, and this is our final appeal for your assistance. It is extremely difficult for us to contact personally every member who has not yet sent in the requested information. Without your assistance we cannot present you with a roster which is correct in every detail. Please co-operate by filling out this blank IMMEDIATELY, and sending to the Roster Committee, 609 Sutter Street. If you are correctly listed in the present roster, just write your name on the top line, with the words, "No change."

WE THANK YOU!

HARRIET WARD, Chairman.

Name (Miss or Mrs.)

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

APR 26 1935

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
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Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Nan G. Lawrence
Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NEW MEMBERS

We are happy to welcome the following new members to our club and we hope that they may derive much pleasure and happiness from our various activities.

Bender, Marion M. (Mrs. J. C.)

Owner
Bender Importing Co.
1109 Market St.—Tel. HEMlock 4292

Clay, Miss Mabel A.

Res. 775 Post St.—Tel. PProspect 1202
Commercial Instructor
Girls' High School

Gillespie, Miss Effie

2940 Jackson St.—Tel. WALnut 5441
Examination Clerk, Ferry Post Office

Kimball, Mrs. Zella R.

1644 Taylor St.—Tel. TUXedo 0295
Secretary to Mr. Lamson
Byrne, Lamson & Jordan
1249 Russ Bldg.—Tel. KEarny 4142

Mielke, Miss Helen

629 Post St.—Tel. PProspect 3280
Asst. Mgr., Billing and Typing Dept.
California Packing Corp.
101 California St.—Tel. SUTter 7760

Nelson, Mrs. Ethel

2153 20th Ave.—Tel. MONTrose 10190
Secretary
Bell Photo Service
2426 California St.—Tel. WESt 7822

Seares, Lelah Hoover (Mrs. Edwin)

647 46th Ave.—Tel. BAYview 2573
Director, B O D A R
(Bureau of Distribution and Research)
580 Market St.—Tel. GARfield 2921

Webb, Miss Bertha H.

456 Lee St.—Tel. GLencourt 9280
Oakland, Calif.
Dressmaking

CIVIC SECTION

Monday, April 29, we are going to prepare ourselves to vote intelligently at the special city election, May 2. Mr. Howard Freeman, from the Junior Chamber of Commerce, will present to us the reasons why the Shoals is the best site for the San Francisco Exposition. Mr. Fitzgerald Ames, legal adviser to the Mainland Fair Campaign Committee, will present the reasons why a mainland site should be selected. And our own Letitia Farber is going to explain and go over with us, the other measures appearing on the ballot at the special election.

L. STIVERS.

R. C. A.

Sunday, May 5th, in Marvelous Marin.

PROSPECTS

The Tobacco Road comes to the Curran Theatre in the middle of May. One of New York's ten best of the year and now playing to "sold-outs" in Los Angeles. Price 55c and I'll take your reservations.

Sunday, May 19th, the mountain play on Mt. Tamalpais, *What All the World Knows*. This annual event in nature's amphitheatre is most enjoyable. If fifteen or more were interested, we could have our own bus from San Francisco right to within a couple a hundred yards of the theatre. Bring your lunch, picnic on the green and have a big day in the out doors. Bus fare \$2 (less if we have more than 15), plus 50 cents admission to the play. If interested, tell it to Mrs. Burlingame or to

GERTRUDE D. TUBBS, *Recreation Chairman*.

DELEGATES TO STATE CONVENTION

In accordance with Article II, Section 1, of the By-Laws of the California Federation of Business and Professional Women's Clubs, reading as follows:

"The voting body of the State Federation at the Annual Convention, and at other regular or called meetings, shall consist of

- (a) Directors;
- (b) The President of each club belonging to this Federation, or an alternate appointed by her;
- (c) In addition to the above: One delegate for each fifty (50) members of each club or majority fraction thereof belonging to the Federation; or
- (d) Regularly elected and accredited alternates.

Every delegate and alternate must have a membership card issued by the National Federation of Business and Professional Women's Clubs, Inc., for the current year, in order to be a duly qualified member of the voting body of this Federation." an election for delegates to represent the Business and Professional Women's Club of San Francisco, Inc., at the State Convention to be held in San Francisco on May 24, 25, and 26, 1935, was held on April 16, 1935. The club will be represented at the said Convention by the following:

Margaret Torreyson,
President.

Delegates:
Sylvia Kempton
Charlotte McClelland
Margaret Bell
Nell Boardman
Dr. Susan Harris Hamilton
Ethel Maxwell

Alternates:

Clotilde Grunsky
Ethel Johnstone
Nan Lawrence
Marion Morris
Dr. Rae Morrow
Frances E. Raymond
Mollie Gunn

ADAH RUTH TAYLOR, Secretary.

WOULD YOU LIKE TO WIN \$2.50?

Party Night—Saturday, April 27th! Some will play contract and some will play auction, but ALL will have an equal chance at a cash prize, and we are sure ALL will have an enjoyable evening. After playing sixteen hands, each hostess is to telephone in the highest score to the club, and Jeannette McCurdy will announce the two highest, who will receive the prizes. The cost for the game is fifty cents, and all money received is to go into the club treasury.

WAYS AND MEANS COMMITTEE.

CLUB NOTES

MARGERY SHAFFER

Mrs. Fred Benioff is one of the nominees for the ice-presidency of the San Francisco Chapter, Order of Hadassah.

A most interesting history was given through the Woman's Institute of the Air, Station KYA, by Mrs. Z. Tatarian. Her subject was: *Origin and Uses of Oriental Rugs.*

At a recent election of the Democratic Women's Association of San Francisco, Ethel Woodruff Sullivan was elected sentinel, and Marie Crandall chairman on the membership committee.

The Palo Alto B. & P. W. Club had a delightful evening recently. Prior to their informal reports, an illustrated lecture was given on *Aztec and Mayan Ruins from the Valley of Mexico and Central South America*. A number of guests added much to the pleasure of this occasion.

What a beautiful time of year to be in and about Yosemite! Hazel Jacoby happily spent her Easter holidays at Ahwahnee.

Greetings to Annie Little Barry who returned home after a holiday with her sister who lives in Florida!

We should appreciate hearing about our sister clubs in the various cities you visited, Mrs. Barry. May we?

Bertha Pierce left the city last Friday afternoon to spend a few days at Jackson in the Mother Lode country.

Elsie Monte leaves May 8 to spend a week with her son at the University of Oregon. A beautiful custom of this university is to plan an annual celebration of Mother's Day with a banquet, lawn parties and entertainment for the mothers of their students.

Installation ceremonies of the San Jose B. & P. W. Club will be on May 4. Mrs. Maude Empey, State President, assisted by Miss Florence Stahl, will install Miss Marguerite Shannon and her officers.

Miss Claire Ingham is giving a musical recital at her home on Saturday, April 27.

Brace and Brace announce the removal of their office from Room 609 to Room 514 in the Kohl Building.

AN INVITATION

The San Jose Business and Professional Women's Club invites the San Francisco Club to its Birthday Party and Installation Dinner at the Sainte Claire Hotel, on May 4th, 1935, at 6:30 P. M. Price \$1.10 per plate.

(Reservations with Mrs. Burlingame.)

CONGRATULATIONS

Frequenters of the Rose O'Brien Studio have discovered that Rose has a very charming son. "Bill" has recently become engaged and we might have endured that were it not for the fact that the fortunate young lady resides in Los Angeles. Another chance gone!

THURSDAY NIGHT

Cordial greetings, friendly tete-a-tete, the soft fall of cards, and intent Anagram players were the keynotes of Thursday evening, April 18th.

The cheery hostess group served Mrs. Maclaren's delicious coconut cake and the "cup that always cheers."

Each Thursday eve has its own charm—no two alike. Have you dropped in lately? If not, why not?
A. M. J.

COAST DISTRICT CONVENTION

In a charming spot on the coast, Morro Beach Inn, heretofore called the "Cloisters," will be held the Coast District Convention, April 28. Representative members from many clubs including Paso Robles, Atascadero and San Luis Obispo, are planning to spend the week end there. The Hostess Committee plans for "bridge, talk-fests, and if the weather permits, a stroll on the beach in the evening."

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

THE PROGRAM DINNER

Score another triumph for our program chairman for the interesting and enlightening evening last Tuesday.

The announcement that we were to hear Chief of Police Wm. J. Quinn was enough to swell the crowd to "ballroom" proportions, but we were really unprepared for the rare treat that we were to receive.

Chief Quinn had brought with him a number of San Francisco officers, whose accomplishments included much more than knowing how to make an arrest or capture criminals, and they entertained us for nearly an hour with music, magic and a demonstration of the training the patrolmen of San Francisco receive.

Sergeant Patrick McGee was the master of ceremonies, and the Chief paid a glowing tribute to the courage and resourcefulness of this veteran of the force. He was an inspiration to young William J. Quinn when he was a raw recruit just entering the duties of a policeman, in that memorable year in San Francisco, 1906.

At the conclusion of their performance we sang them one of Gertrude's famous parodies, this one to the tune of *The Man on the Flying Trapeze*, telling them in song how we had enjoyed the exhibition which they had given us.

Chief Quinn was then introduced by the program chairman, and at the conclusion of his address we all thrilled with pride over the accomplishments and the efficiency of our San Francisco Police Department.

Did you know that the patrolmen of San Francisco have a Big Brother organization within their ranks for the purpose of studying and helping "problem" boys and to get them going straight instead of sending them to prison? They are doing a good job of it and many a boy has been put right and has become properly adjusted. This movement is worthy of the support and encouragement of all of us.

And did you know that the majority of the prisoners at San Quentin and Folsom are under twenty-six years of age? Chief Quinn and his department felt that there must be some way to handle a large number of these boys besides sending them to jail and the Big Brother movement is the outgrowth of their study and research in this direction. He told us of many cases where boys who would have become hardened criminals if they had been started on the road by being sent to prison, where they would receive their training for a life of crime, have been saved to their homes and to society.

At the conclusion of the evening we all felt that it had been profitably spent and we left with a deep and abiding respect and admiration for the Police Department and a new attitude toward the men who are the guardians of our lives and property.

N. J. F.

DR. SUSAN HARRIS HAMILTON OSTEOPATHIC PHYSICIAN

291 Geary Street San Francisco

Phones: Office, DO uglas 1591
Residence, EV ergreen 7742

FASHIONS FOR SPRING

We give this month, such dresses as will be suitable for this particular season, with suggestion that, by a little variety of material, the dresses and walking costumes may be applied to the different latitudes of this great and varied country.

The first is a home dress for a young lady. It is made of white alpaca, serge, or mohair; either of these materials can be bought for from fifty to seventy-five cents a yard, and if made in white, the dress will be beautiful either for dinner or small evening-party, and not too dressy to be worn at home after the first freshness is worn off. Make the under skirt, or petticoat, just to touch the floor. This is cut, after the usual way and trimmed with a deep plaiting of the material all the way around. This plaiting must be three times as full as the width of the skirt. Above the plaiting is a band of black velvet ribbon, one inch and a half wide. The over-skirt has the front width cut quite short, square across; then comes the side gores which just fall as long on the sides as the petticoat; then two full breadths, only nine inches longer in the back. Plain round waist trimmed to simulate a square yoke coat-sleeves, belt and no sash-ends; a small bow on the left side. Sixteen yards of double material will be required.

Bonnets have altered but little since the winter. The close half-cottage, half-gipsy, is the favorite and is taking the place of the round hat. For spring, bonnets of black lace, or of light-colored crepe are the most popular, whilst straw is reserved for later in the season. (From Peterson's Magazine published in 1871. Kindly loaned to us by Ann Reidy.)

FOUND

Set of keys attached to a National key ring. The owner will kindly communicate with Mrs. Burlingame at the club rooms.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MAY 4, 1935

No. 18

Weekly Program



May 7—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

May 9—Choral Section, 6:45 P. M.

May 9—Thursday Open House, 8 P. M.
Mothers' Night.

Hostesses

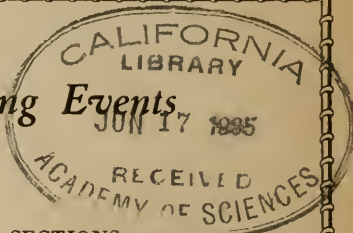
Netta Jones

Allene Schuerbrock

Lucy Thompson
Lena O'Connor
Barbara Greene

Irene Sheehan
Lucile Cordrey
Louise Buck

Coming Events



SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

OPEN HOUSE RECEPTION FOR CLUB MOTHERS

In May each year there is a day set apart to honor the mothers of our country. We have dedicated the Thursday evening of May 9 to the mothers of our members, and shall take great pleasure in welcoming all who can be with us on that night.

EDITH FLOYD, Reception Chairman.

BOOK SECTION

Our next meeting will be held on Monday, May 13, at 7:45 P. M. We are going to have two book reviews presented by our own members. Dr. Phyllis Bourne will review Thornton Wilder's most recent book, *Heaven's My Destination*, and Helen Benioff, who has just returned from Mexico, will review a recent book on Mexico. We believe this will be a fine program. Don't underestimate its entertainment value.

POLLY R. HATCH, Chairman.

DID YOU KNOW

you're dated for May 14 for "SARDINES" (no! they're not fish this time) and "THEY WERE DECEIVERS EVER," when the Dramatic Section will present these two plays??? We cannot describe them, unless we say they are too funny for words . . . and equally clever.

Join the PARTY; encourage the Dramatic Section by your presence or YOU'LL BE SORRY. Watch for next week's announcements and, in the meantime, remember MAY 14 . . . Merrill Hall. There's just 25c admission between you and one of the best shows the Dramatic Section ever staged.

JOSEPHINE RUDASILL, Chairman.

MAY -3 1935

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Margaret Bell.....Betty Walton

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CHAIRMAN OF STANDING COMMITTEES

House.....Jessie D. McKinney
Membership.....Hazel Jacoby
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarbrough

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Finance.....Alice B. Kennedy
Historian.....Mary F. Mooney
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schlumpf
Ways and Means.....Nell C. Boardman

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ADVERTISING NOTES

When two members (Anita K. Mayer and Marion Bender) put their heads together, you can wager it is something BIG. Read their ad. in this issue and become an ardent devotee too.

Have you been reading Grebbie's ads.? We fear not or you would not be running hither and yon with aching feet, buying a coat here and a dress or hat there, when under one roof you can purchase a full wardrobe.

You don't *shop around* when you go to a drug store; you know what you want. Just phone to Lucille Caesar and let her serve you.

HIGH SCORES FOR TELEPHONE BRIDGE

Congratulations are extended to Minnie Korn, who made a score of 1198 in the Auction contest, and to Bertha Pierce, who scored 5000 at Contract.

CIVIC SECTION—AN INVITATION

Have you ever looked at the person sitting next to you, or down the aisle a few seats, and wondered who she was, or wished you knew her better? Even if you haven't, the chances are that someone has thought that of you. Let's try out a new plan, and get together the first Monday of the month, May 6, not for a special program, but just to get acquainted with one another, exchange ideas, and talk among ourselves. It will be open forum, and we want all Civic Section fans present. Especially the new members, who have joined in the last year or so, we want to know you better. We all want to know what the other fellow is thinking, and we want to get together to make plans for our Section, and have it the kind of Section you would like to have. If you have ideas, bring them and exchange them. If you think you haven't any ideas, just come, and we wager you'll find out you have some and be expressing them before the evening is over. Remember 7:45, Monday, May 6.

LOUISE STIVERS.

R. C. A.

Easter Sunday Dinner at Alta Mira proved a happy event—the late afternoon was mellow, the dinner was “just right” and the hospitality extended warmed the party. We must have a repeat!

Maytime

Sunday—the 5th: Belvedere. Taking the 10:45 Sausalito Ferry; boat trip, bus trip and walk trip with eats as the climax, perhaps in Tiburon, or else on the waterfront at Sausalito. Come along—a happy day for you!

Saturday—the 11th: Rhododendroning in our Golden Gate Park—the blooms are calling us. Meet at the Haight Street entrance to the park at 3. Bring your coat, for it gets windy-ish in the late afternoon. We'll “Oh” and “Ah” the flowers and eventually, dine at Topsy's Roost—Goodie!

Sunday—the 19th: How about our bus trip up the mountain, to enjoy the Mountain Play? I have some bids, so await your pleasure—but the time is catching up on us.

Monday—perhaps the 13th—maybe the 20th—the Curran Theatre, comes the show, *The Tobacco Road*. Said to be “packing them in” down in Los Angeles. Price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

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STATE CONVENTION MAY 24, 25, 26

CLUB NOTES

MARGERY SHAFER

A recent visitor to our club rooms was Ethel M. Howard, a member of the B. & P. W. Club way up in Portland, Maine.

Grace E. Sweney's itinerary sounds very interesting. She left last week with her sister and brother-in-law to visit her mother in Kansas City. On the way they expect to buy a car and add pleasure to the trip. Another sister living in Washington, D. C., will meet them en route, thus making quite a family party. Grace expects to return about the 10th of June.

Mrs. Mary Crookston left last week for Los Angeles to be gone three weeks. She said the best part of the vacation is that she would enjoy the luxury and splendor of the Pan-Pacific liner *Pennsylvania*.

It is always an inspiration to hear from old members who cannot be with us in person but always are in spirit. A letter came from Blanche Newton saying that she and Jeanne Goodwin Peck recently spent a few days touring the State of Massachusetts. How about filling up that gas tank and traveling the highway to San Francisco for the May Convention?

Daisy Prechtel had the misfortune to sprain her ankle last week, but with her same old pluck she is making light of the situation and says it will be all right in a few days. She is back at her office, however.

The first meeting of the Women's Traffic Club of San Francisco was held Thursday night with Nan G. Lawrence presiding. A delightful program on "South American Night" was arranged, with the United States Consul for Nicaragua as the guest speaker. Señor Rivera's talk was accompanied by moving pictures of the cities of Buenos Aires and Montevideo. Fellow transportation club members and guests joined this group at dinner prior to the lecture.

The Association of Pioneer Women of California gathered recently for luncheon and a program in the pioneer log cabin in Golden Gate Park. Helen Doble acted as one of the three assistant hostesses.

We are sorry to hear that Olive Chanvaud is advised to take a few months' complete rest. She does not seem to gain her strength after her recent operation, so she has decided to be an obedient girl and follow her doctor's orders.

Another interesting radio interview on *Women in the Legal Profession* was given between Judge Theresa Meikle and Edith Wilson, Assistant District

Attorney, over station KYA, last Friday. These two women are well versed on this subject, so they know from whence they speak.

At the annual program of the Vittoria Colonna Club the chairman of the reception committee was Mrs. Rose J. Wessell, one of our members and a sister to Mayor Rossi. This program has become one of the largest social gatherings on the club calendar.

Miss Bourne arrived last week from Australia for a visit with her sister-in-law, Dr. Phyllis Bourne.

Mary Mooney spent the Easter holidays at Palm Springs, one of the beauty spots of California.

A dinner party at Solari's "Down the Alley" and then to see *Naughty Marietta* at the Paramount Theater was the delightful way Eleanor A. Lambertson recently entertained ten of her friends. A beautiful climax for relaxation during the week-end.

Jene S. Bishop is entering a new field May 1. The sad part is that her venture takes her to Oakland. She has bought an established circulating library with a collection of many hundred books. In addition, Jene is going to combine a gift shop with the library. The shop will be located at 5269 Broadway, Oakland.

Best wishes for your success follow you, Jene, from all the girls.

A card was received from Lena Madesin Phillips as follows: "One of the most distinguished members of the British Federation of B. & P. W. is Mrs. Ethel M. Wood. She broadcasts April 26 over NBC at 1 P. M. Pacific Time on the subject, *Consumer Movement in Great Britain*. Mrs. Wood is sister of Lord Hailsham, Secretary of War in Great Britain, and she is Commander of the Order of the British Empire." This was also announced in our daily papers here.

SYMPATHY

Friends of Jennie L. Hoyle will regret to hear of her passing on April 25, 1935. At one time an active member of our club, Miss Hoyle was one of the founders of the Choral and much of its success is due to her efforts.

To her family the club extends heartfelt sympathy.

THE MARGARET MARY MORGAN Co.

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EXTRA! JUST OUT! BIG CONVENTION NEWS

With the State Convention just three weeks away, it is time to give some thought to your wardrobe. You will find at GREB-BIE'S the correct garment for every occasion. In anticipation of this BIG event, her stock has been augmented by many beautiful models at prices within the reach of every member.

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MT. DAVIDSON

Easter Services atop our Lofty Peak. Attended yearly by thousands, and why? What actuates the many to arise before daylight? I mused, as I gazed upon the throng, all types passing: Rough an' ready and the gentile; groomed and the careless. All ages made the effort: Youth pell-mell, maturity in caution, age with timidity. "The crack of dawn" found all locations bulging and when the 5:28 sunrise ceremonial commenced, the multitude but fringed the ritual; saw naught, heard but an echo of the voices and occasional wisps of music. Yet they milled around, laughed aloud, buffooned, chattered—it seemed a festive hour. I became fascinated with the tussle of the elements; all San Francisco had succumbed to the blandishments of old Sol, except this summit, which remained embraced by the fog with protective rapture. As the *Our Father* was breathed in solemn fervor, the incense of nature closed in upon us and, for the moment, we seemed with God!

GURTY.

THURSDAY NIGHT, APRIL 25

A splendid crowd, full of that vibrant something with which spring fills the souls of "us mortals," made the club rooms a scene of welcome for a group of old and new members on Thursday night. It was open house in a "big way."

Among the faces which we do not see often were those of Mrs. Raymond Lucia Steidel and Terese Forman. Speaking of Mrs. Raymond, one might ask her what she was trying to get into and couldn't, or perhaps Anita Mayer can tell.

For the birthday party, Madelon Saxon brought a beautiful cake, made all by herself. Daisy Prechtel galloped in with one, and at the last minute, all dressed up in her life-saving outfit, life-belt and all, Lorraine Graves brought another cake, just as we went down for the third time.

(Thanks very much, Madelon, Daisy, and Lorraine. They were "just swell.")

Everything was splendid. Francis Floral sent us a lovely big bouquet of pink flowers, which added a soft birthday glow to the table. Another treat was Madam Mackay's rendition of that lovely song, *Birthday*, by Woodman. This was followed by an encore.

Oh, so many things to tell about. "Grebbe" was busy rounding up people to have their fortunes told by Ada Brace, who tells them very well, indeed; the forfeit was a promise to bring a cake. Even though the fortunes don't come true, it is a lot of fun to have them told, and easily worth a cake.

Katherine Dawn was found sitting in a corner reading teacups. She was telling Allene Schuerbrock that she could expect a new hat soon.

Well, it was a successful birthday party, but we'd just love to see some of those birthday people a little more often.

Fortunes told at ten cents a head by the undersigned. Purpose, Thursday night cake fund.

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DRAMATIC NOTES

Another of those jolly get-together dinners at Des Alpes on the 22nd proved a very enjoyable affair and put us in fine fettle for the hard evening's work rehearsing which followed at our club room. We are hoping to make it worth your while to come to our Studio plays and witness for yourself the result of all this effort. Don't disappoint us—and we'll try hard not to disappoint you.

B. W.

TWO INVITATIONS

In the past week two invitations have come to us.

The first is from the Gilroy Business and Professional Women's Club. They are having their installation and birthday party in the form of an Aloha Breakfast on Sunday morning, May 5, 1935, at 9:30 o'clock, in the Hotel Milias, Gilroy. Price, 75 cent per plate. To quote from the invitation in part "Believe it or not, after you enter our midst, you will be transported to a realm beyond the limits of your imagination, a Hawaiian Paradise. We want you with us for our big affair."

The second invitation is from the Business and Professional Women's Club of Salinas. We are invited to their Installation Dinner on Monday evening, May 6, 1935, at 7:30 o'clock, in the ball room Hotel Del Monte. Price, \$1.60 per plate.

(Reservations with Mrs. Burlingame.)

WHO IS MRS. HAMLET?

Was it the personality of Hamlet or of Brother Leo that made Thelma forget her own name? Or maybe it was the stress of all the hard work she put in preparing her thesis that made her lose herself in the character of her hero. Anyway, if Thelma gets her credit, we will all believe that Brother Leo and Hamlet put their heads together and gave it to her regardless. (Of course, far be it from us to insinuate that she could not earn it unassisted.)

All this leads up to the story that Thelma McGuire "Hamlet" (as she signed her name on her paper) wrote such a good thesis on Hamlet that Brother Leo very graciously commented: "This is the veritable quintessence of admiration; and Hamlet Shakespeare and I are correspondingly grateful!"

More power to you, Thelma, and let us know when you are planning to be Lady Macbeth.

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San Francisco

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MAY 11, 1935

No. 19

Weekly Program



Coming Events

May 13—Book Section, 7:30 P. M.

May 14—Dramatic Section, 8 P. M.
Studio Plays.

May 16—Choral Section, 6:45 P. M.

May 16—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn
Anne Reidy
Elizabeth Mowder

Frieda Korn
Mollie Gunn
Edith Nelson

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

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MOTHER

Our greetings to those dear ones whom we honor once a year and who mean so much to us every day in the year, though we may sometimes forget to show our love to them as much as we should.

Those of us who still have our mothers with us rejoice in their presence and those whose mothers have gone on have a sacred memory and a precious heritage which nothing can destroy.

We wish to express our greetings to the mothers of our Club members, those who are here and whom we love to welcome to our Club affairs from time to time, as well as those absent ones who this week will be receiving extra messages of love and greetings from absent sons and daughters.

May this year be the most blessed and happy in the lives of all of our "club mothers."

N. J. F.

BOOK SECTION

Our next meeting will be on Monday, May 13, at 7:45. Two of our members will review recent books. Dr. Phyllis Bourne will review Thornton Wilder's *Heaven's My Destination*, and Helen Benioff, who has just returned from a trip to Mexico, will review Stuart Chase's *Mexico*. We feel confident this will be an interesting program.

POLLY R. HATCH, Chairman.

WANTED—AUTOMOBILES

One of the entertainment features of the convention is an automobile caravan, in charge of Mabel Johnson, to start from the Palace Hotel at 10:30 a. m., Sunday, May 26th (after breakfast). The caravan will take in scenic San Francisco.

As no charge is to be made, we need automobiles. Won't you be kind enough to offer yours? If so, telephone or write to Ida M. Reed, 703 Market Street. GARfield 6216.

BLOCK IT OUT IN RED ON YOUR CALENDAR—

Tuesday evening—May 14—the date on which those mysterious crystal gazers will reveal the secrets underlying the double lives of those "Gay Deceivers," and we are quite certain none of us, in our wildest flights of fancy, could imagine the complications of life surrounding the tinning (or bottling?) of "Sardines." This, too, should prove highly entertaining.

Remember, the place is Merrill Hall and the admission is but 25c. No reserved seats. Tickets may be obtained from the girls in the Dramatic Section, at the club rooms, or at the door the night of the performance.

JOSEPHINE RUDASILL, Chairman.

The Business Woman

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 2390 Fifteenth Avenue
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 Contributing Editor.....Nancy Foster
 Club Reporter.....Margery Shaffer
 Accounting.....Mollie Gunn
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Executive Secretary
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 except Saturdays.

YOUR ATTENTION, PLEASE

A letter from Lillian Palmer bears a message of grave importance and we sincerely hope that this article will reach her tenants. She says:

"Having detained my little playmates for over an hour last spring whilst I prated on the things I found in the old house in Connecticut, I left out one of the most important discoveries—I found a middle name, something I had long wanted, as the man said when he got religion.

"I had almost forgotten, but I remember now, the day I, howling vociferously, arrived in the house after consorting with some other children on the sidewalk. As soon as my misery allowed conference, it evolved that they all had middle names, I none. In self defense aunts and uncles were hastily summoned, the old silver bowl that played the part of font at all village christenings was brought forth and I was dubbed Lillian MacNeill, a very youthful cousin acting as godfather and, on the strength of it trying to boss me even more. So thorough was the job that all records were changed and I have no legal existence in Connecticut save as Lillian MacNeill.

"I am going on with it out here because it seems that this community harbors another Lillian Palmer. I have received no less than three ardent epistles from a boy friend in Australia which, crave them though I did, had to be returned. Worse than that the income from our flats must often stray elsewhere for its lateness causes a great financial embarrassment.

"After all I am only following in the footsteps of my illustrious cousin, whose name was James Abbot. Upon entering West Point he was shrewd enough to guess what would happen to a boy whose initials were J. A. W. and wisely switched to James MacNeill."

Miss Palmer is from now on Lillian MacNeill Palmer to all of us.

INVITATION

Tea

Saturday afternoon, May 18

From two to six

In honor of President Margaret

Please Come!

THERESA MEIKLE

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R. C. A.

Saturday, the 11th, walking in the Park. Meeting at Haight and Stanyan Entrance at 3. The blooms will greet; the rhododendrons will wave; indeed the wind may blow! S' nice afternoon with dinner at Topsy's Roost. Welcome to you and you—and all of you!

Sunday, the 19th: Calling all girls to the Mountain Play. Via bus from our club right to within a couple hundred yards of nature's theatre. Luncheon on the meadow. Admission to the play 50 cents. Buses fare dependent on the number: Minimum \$1.60; maximum, \$2.00. Reservations close the 15th.

Tobacco Road yet winding its way in the south. May reach here the 20th—not yet definite. Price 55 cents.

GERTRUDE D. TUBBS, Recreation Chairman.

CLUB NOTES

MARGERY SHAFFER

Cathryn MacLean writes from Sacramento giving her new residence address as 1025 43rd Street. Kindly change your roster accordingly.

Minna Brown sailed for Hawaii last Saturday, to be gone until Fall.

Mrs. Fred Benioff talked over KGGC last Monday morning during the Business Women's Hour. Her subject being "ROMANCE IN FURS."

May F. Riley's mother passed away last week following a prolonged illness. Deepest sympathy is extended to Mrs. Riley and relatives in their bereavement.

Did you notice the beautiful syringa used in decorating the club rooms last week? Just oodles of them. Celia O'Brien brought them from her garden at San Anselmo and we thank her for the opportunity of enjoying their fragrance.

It was unfortunate that Claire Ingham's recital, assisted with vocal selections by her sister, Mrs. Armbrust, came the same evening as the telephone bridge party. Your club reporter attended the recital and every moment was filled with inspiration and pleasure.

The San Francisco Branch Club recently held its last meeting until next fall in the Gold Ballroom of the Hotel Fairmont. Among the guests of honor was Mary Mooney. The three basic principles for which this club stands are spiritual, cultural and educational uplift. Mr. Arthur H. Chamberlain, educational director of the emergency education program in San Francisco, and with whom Miss Mooney is associated, was one of the guest speakers.

WATCH FOR OUR BIG CONVENTION ISSUE.

CONVENTION PROGRAM

MAY 24, 25 AND 26

Our Convention Chairman, Ida M. Reed, and her active committees will be ready at our famous Palace Hotel when the Convention officially begins at 2 p. m., on Friday, May 24th, with a business meeting.

FRIDAY EVENING, at the 7:00 o'clock dinner, the program will be under the direction of the East Bay Group, which consists of Alameda, Berkeley, Berkeley, Jr., Oakland, Oakland, Jr., Richmond, Hayward, and San Leandro. Their speaker, Dr. Barbara Nachtrieb Armstrong, Professor of Law at the University of California, will talk on *Economic Security*. The musical treat will be from the opera "Romeo and Juliet," given by Miss Rudolphine Radill, prima donna soprano, and Mr. Paul Peters, dramatic tenor, with Mrs. Josephine Swan White, pianist. Mrs. Grace Petty of the Berkeley Club is chairman. Price, \$1.54 per plate.

THE SATURDAY BREAKFAST will be different because it will begin promptly at 7:30 a. m. Five \$1.00 door prizes will be given away to those who arrive before 7:45 a. m. The Inland Group, which takes in Livermore, Lodi, Stockton and Tracy, will have Mrs. Mabel Farrington Gifford as their speaker and she will enlighten us on *Personality Building Through Re-education*. The musical numbers will be solos by Miss Ruth Felt, with Mrs. Eva Grimshaw of Stockton Club as Chairman. Price, \$1.02 per plate.

THE SATURDAY LUNCHEON program, May 26th, at 12:15, will be taken care of by the Peninsula Group, consisting of Burlingame, Los Gatos, Palo Alto, Redwood City, San Jose, San Mateo, and their main attraction will be Miss Helen Heffernan, State Chief of Rural Education, and her subject will be *Opportunities for Women*. Mrs. Martha Roberts of Burlingame is chairman. Price, \$1.02. This will be followed by a business session.

Then comes the **SATURDAY NIGHT BANQUET**, in the Palm Court room, May 25th, at 7:30 o'clock, when the San Francisco Club and the Bay District are co-hostesses. The program chairman, Mrs. Carolyn Weber, is happy to have secured Mrs. Endora Ramsay Richardson, National Field Representative of the National Business and Professional Women's Clubs, Inc., as our speaker that evening and her topic is: *Are American Women Really Going Forward?* Our president, Margaret Torreyson, will do her share to make this evening a delightful

one. The music and singing will be given by an orchestra and the combined chorals of the Bay District, which has been arranged by Elaine West, our musical director, and Florence Stahl, president of the Bay Districts. Price, \$1.65.

Last but not least, the **SUNDAY MORNING BREAKFAST**, May 26th, begins at 8:00 a. m., with door prizes galore. The Monterey Group, comprising Gilroy, Monterey, Salinas, Santa Cruz and Watsonville, have submitted an excellent program with a grand variety of good fun. A play called *Seattle or Bust* will be one of the stunts with many unusual musical numbers. The table decorations will be products from this territory and the color scheme green and gold. Mrs. Myrtle Wells of the Salinas Club, is chairman. Price, \$1.02. Registration fee, \$1.10.

Be sure and make reservations early. If you wish a room at the Palace Hotel, during the convention, make reservations with the hotel direct. For all luncheon and dinner reservations, please send word to Chairman Ida M. Reed, 703 Market Street, as soon as possible. All places will be reserved according to arrival of reservations. The best seats go to the early ones and the last members to send in their requests will have to locate behind one of the ten posts.

The Convention Theme is: *Business Serving Life*.

The individuals who are on the various programs will, naturally, do their best to make these three days successful, but the most important part of the Convention Program is your presence and doing your share to enjoy yourself and make our visitors feel happy.

L. F.

THURSDAY CARDS

Constant dripping wears away the stone and the Thursday games are wearing on our cards. So this is an S. O. S. call for more cards. If any one can furnish score pads, they, too, will be appreciated by the Thursday hostesses.

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A MESSAGE

Do you like your work and would you like to tell other women about it? If so, you are cordially invited to speak on the WOMEN IN BUSINESS program given every Monday morning from 10:00 to 10:30 over KGGC.

Write or phone LEE SEARES at KGGC, 230 Eddy Street, a fellow member.

THURSDAY NIGHT—MAY 2

An enticing, balmy evening outside. Enough to tempt anyone to go for a lazy jaunt at the beach. Still a good crowd had turned out for the usual Thursday night.

Gracious Hostess, Edith, was on deck with her willing helpers, to see that everyone was kept happy.

We noted how busy some of the girls were with the bids for the coming Dramatic Section doings. The Thespians promise us many a laugh.

It was good to see President Margaret looking so well after her recent illness. The air was buzzing with score figures of the recent Telephone Bridge Party. Many of the girls, including "Gertie" gathered around the tables to show how well they can play when there are no prizes at stake.

And what a concentrated looking group playing anagrams. Our own set must have been compiled from an Arabic contest with so many consonants, so ingenious Z. Clements resurrected another set from "somewhere in the building." For a while Barbara and Maud seemed to be playing a game of give and take. Poor Margery was jinxed by the *Ark*, her first and only word.

Don't you just love to get near Mrs. Maxwell and hear her interesting talk? You have drunk many a cup of tea at large gatherings, but have you had a nicer cup than Allene can brew? How does she make it so piping hot, just touches the spot? The cake was delicious and we have Miss Hohner and Miss Dominick to thank for it.

Some of the members that are not in the habit of running down to the club on a Thursday night, must try it. There is something in the atmosphere that bespeaks of friendliness, and they'll enjoy meeting some of the newer members.

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ALAMEDA CLUB INVITES US

The Business and Professional Women's Club of Alameda is holding its Birthday and Installation Dinner at Hotel Alameda on Tuesday, May 14th at 6:45 p. m. Price 77 cents per plate.

(Reservations with Mrs. Burlingame.)

CONVENTION WEEK SPECIALS

All those who have advertised in the BUSINESS WOMAN during the past year will be accorded the privilege of advertising in the Convention number of this publication. A copy of this issue will be given each delegate and should be an excellent advertising medium. Much space has already been taken and we would suggest those wishing to advertise immediately get in touch with Margaret Bell, advertising manager for the convention issue SKYline 1119.

PSYCHO-PALMISTRY

Siaida, the gracious, talked to us at our dinner meeting in March and we found her subject most intriguing. So much favorable reaction from many sources has reached her, that she is about to organize a class on the subject. A knowledge of this science in our daily lives is of considerable value and, for the members who have the opportunity to avail themselves of this study, it is a chance which should be grasped.

The course will consist of from twelve to fifteen two-hour lessons, twice a week, in the evenings; in addition a one-hour lecture every two weeks will be given on the application of this science in the business and every day life.

For further details and enrollment, contact Mrs. Burlingame at once, as the class will organize the middle of May.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 12

MAY 18, 1935

No. 20

Weekly Program



Coming Events



May 23—Choral Section, 6:45 P. M.

May 23—Thursday Open House, 8 P. M.
Birthday Party.

Hostesses

Josephine Rudasill	
Allene Schuerbrock	
Anne Attridge	Minnie Korn
Florence Capella	Pearl Parr
Ingeborg Ferm	Constance Hendrickson

May 24—Opening of State Convention, 2 P. M.
Dinner, 7 P. M.

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

STATE CONVENTION, MAY 24, 25, 26

Some of you may not have been to the Palace Hotel lately. It is one of the most interesting hotels to be found anywhere. Next week, for three days, we can make ourselves at home there and have breakfast, lunch, and dinner just like our famous tourists.

At the Convention there will be food for mind and body. The business meetings will be very interesting because of the important problems which will be brought up at that time, and as for food, we cannot resist mentioning it and the price. There will be no chicken or lamb, but the things you like, and Saturday noon we will have the delicious Palm Court Salad. The registration fee is \$1.10, but those who plan to attend the meals only, do not have to register.

The price for Friday dinner, \$1.54; Saturday breakfast, \$1.02; Saturday lunch, \$1.02; Saturday banquet, \$1.65; Sunday breakfast, \$1.02.

The banquet will naturally be the main attraction of the Convention and will take place in the artistic Palm Court. The table decorations will be in green and gold, which are the national colors, and the flower arrangements will be by the Hogan Floral Co., with which Florence Hogan, our member, is connected. The Palace Hotel Augmented Orchestra will play, the combined chorals of Stockton, Santa Cruz, and San Francisco will sing for us, and the fascinating Mrs. Eudora Ramsay Richardson will be our eloquent speaker.

The Sunday morning breakfast will start at 8:30 instead of 8:00 as mentioned last week. Myrtle Wells of Salinas is very mysterious about the "Convention Baby," which will be one of the numerous door prizes for those who come before 8:45 A. M.

All travelers will tell you that the words *Palace Hotel, San Francisco and California* are charm words in every corner of the world, and just think, you can enjoy all three of them at once without any special effort.

If you have not as yet made your reservations for the luncheons and the dinners, plan to do so as quickly as you can, to Chairman Ida M. Reed, 703 Market Street, telephone CArfield 6216, so that you will not miss any of the delightful moments during the Convention days at the historical Palace Hotel.

L. F.

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except Saturdays.

BIRTHDAY PARTY FOR MAY GIRLS

May 23rd has been chosen for Birthday Night. All whose birthdays are in May, visitors included, are invited and urged to be with us. Those who are not May girls are invited to help us celebrate.

CHANGE OF SPEAKERS

Dr. Margery Bailey, Professor of English at Stanford University, will be the speaker at the Saturday convention luncheon, replacing Miss Helen Hefferman, who will be unable to attend.

WATCH FOR OUR BIG CONVENTION ISSUE

Next week we put out our big convention issue with an extra staff, including Margaret Bell, advertising; Emma Gries, business manager; Florence Attridge, co-editor.

CIVIC SECTION

The first extra meeting of the Civic Section was held on Monday, May 6, at the club rooms. All present spent a busy hour and a half discussing plans for work during the coming year. It was decided that the next meeting would be devoted to learning something about the National Program. Surely you would like to know more about this great National Federation with which our club is affiliated. Therefore, be sure to come the night of the 27th of May.

LOUISE STIVERS, Chairman.

PROGRAM

Because of the opening of our State Convention on the 24th, there will be no Dinner Program Tuesday, May 21st. **BUT!** hold that program of Tuesday, June 18th—a Wow!

CLUB NOTES

MARGERY SHAFFER

The State Osteopathic Convention was held at Fresno, May 9, 10, and 11. Our own Dr. Susan Harris Hamilton took part in the program speaking, and demonstrating thoracic technique. On Saturday she enjoyed the intercollegiate track meet, which was part of the entertainment provided.

Sincere sympathy is extended to Clotilda F. Gabriele in the passing of her mother. The funeral took place on Saturday, May 4.

We had the pleasure of a charming visitor the past week, Mrs. Alice W. McChesney of Schenectady, New York. Although rather reticent as to her accomplishments, we learned she is a past president of the Schenectady B. & P. W. Club, serving two terms, and at present is publicity chairman of her club as well as being recording secretary of the State Federation. She was keenly interested in the activities of our various sections and was delighted with our club rooms and our hospitality.

Ethel Woodruff Sullivan and her husband recently spent a few days in Yosemite. They visited Susan E. McGill, who sends her best wishes and assures us that every Thursday night is in her mind.

Miss Bertha Hancock's brother passed away suddenly last week in Fresno as the result of an automobile accident.

Heartfelt sympathies are extended to you and your family, Bertha.

Another Queen of the May had the surprise of the year, when she was entertained at a "swanky party" at the Deauville. A number of Gurdy's friends proved their appreciation of her friendship by tendering her this delightful dinner party.

Last Tuesday Mrs. Jeannette B. McCurdy enlightened many bridge enthusiasts when she spoke over the Woman's Institute of the Air on *The New No Trump Bid of Contract Bridge*.

Another year has passed for Ellen Robbins, judging by the surprise party given last Saturday night. There were two tables of bridge players who were interrupted by the appearance of a lovely birthday cake with eighteen glowing candles to light the way for Ellen in health, wealth, and happiness for the years to come.

The lectures given by the Psychologic Center arranged by our own Fern McGrath are proving to be quite interesting. The last two are as follows: May 20: *The Basis of Fundamental Human Urges*, by Dr. C. W. Brown of the University of California; and May 27: *Psychology as Applied to the Adjustment of Personal Problems*, by Dr. Herman de Fremery, consulting psychologist in San Francisco. These are being given at the International Institute, 1860 Washington Street.

The place of psychology can hardly be overstressed in these days of difficult adjustment.

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CONCERNING CONVENTION MEALS

Members and friends are urged to attend the breakfasts, lunches, and dinners **WITHOUT RESERVATION** when necessary. Should a reservation be inconvenient, those desiring to attend may purchase a **MEAL TICKET** at the Palace Hotel, and they will be most welcome.

A CORDIAL INVITATION

Our club is invited to attend the Birthday Dinner and Installation of Officers of the Richmond Business and Professional Women's Club to be held on May 28, 1935, at the Hotel Carquinez at 6:45 P. M. Price 85c per plate. (*Reservations with Mrs. Burlingame.*)

R. C. A.

Sunday next the Mountain Play. Do not believe we have enough for a bus-load—but we'll go just the same. Leaving on the Sausalito Ferry, via the Northwestern Pacific, we go to Mill Valley and from thence by bus to the Theatre. Bring our lunch, eat on the meadow, enjoy the play—looks like a big day in the outdoors. Even at this late moment, we might squeeze you in.

Monday Night—May 20th—*The Tobacco Road* at the Curran—price 55c.

Nothing further during May.

GERTRUDE D. TUBBS, Chairman.

CHORAL NOTES

What the Choral has been doing the past few weeks hasn't been news, but it has been effective. Every minute has been spent in building up the songs for the Convention banquet next Saturday, the 25th, when the various choral groups will sing individually and in unison.

The Choral got together for an extra rehearsal last week and the songs are coming along so nicely that the regular Thursday evening practice will suffice to polish them up. Madame Mackay's method of calm, steady, systematic persistence, sweetened with a dash of her delightful wit, is showing definite results. We're not going to jinx everything by boasting about the Choral, but if the big night goes over as well as the ordinary practice nights, you'll have every reason to be extremely proud of your Choral.

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ALL CLUB MEMBERS

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in honor of

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Please Come!

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SAN JOSE CLUB INSTALLATION

The San Jose Business and Professional Women's Club celebrated its fifteenth installation with an "Aloha" dinner at the Hotel St. Claire, Saturday evening, May 4. The tables were charmingly decorated with miniature islands bearing palm trees, huts and Hawaiian figures. Even the weather contributed to the Hawaiian atmosphere!

Miss Marguerite Shannon, the incoming president, and the new officers and directors, were installed by State President Maude Empey following a delightful musical program, rendered to a large extent by Miss Shannon's fellow instructors and pupils of the Hoover Junior High School of which she is vice-principal. Mrs. Empey effectively used the crystal motif in her talk, symbolizing the fifteenth anniversary of the club. At the conclusion of the ceremonies leis in all the colors of the rainbow were given to members and guests, adding one last note to the Hawaiian air of the occasion.

CORRECTION

Mrs. Jacoby's ad. in the issue of the 11th should have read: **ANNUITIES**—The Golden Gate to Financial Independence.

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OUR MOTHERS' NIGHT

Last Thursday night was "Mothers' Night" at the weekly open house. Eighteen mothers of club members attended. Upon their arrival, lovely corsages were pinned on them and they were escorted to comfortable chairs. The circle was a very happy one, as they exchanged many reminiscences. Matilda's mother and Leola Good's mother appeared to be the oldest of the ladies present, with Mrs. Schimpf carrying off the honors. Cakes were sent to the club rooms by Netta Jones, Bertha Dale, Ora Demick, Belle Banz, and Leola Good. They were decorated most attractively. Merle Curington played several piano solos, and these were enjoyed by all present. After tea and cake, served very graciously by the hostesses, we daughters took our mothers home, everyone beaming and hoping to meet again next year. It was regrettable that several of the mothers who attended the parties in former years were unable to be present, but they were remembered with Mothers' Day greetings.

L. M. G.

INSTALLATION BREAKFAST

On Sunday morning, May 5, under sunny skies and amid cool breezes, the Gilroy Business and Professional Women's Club installed its officers for the coming year at an Aloha breakfast held at the Hotel Milias. After introductions which showed representatives present from San Jose, Watsonville, Salinas, Santa Cruz, Monterey, Berkeley, and San Francisco, a travel talk was given which made everyone present want to embark on a Grace liner and go to distant and far-away places of interest. As the word *aloha* indicates, the theme of the breakfast was a good-bye to the old officers and a greeting to the new. Carolyn Weber, the first vice-president of the State Federation, conducted the impressive candle installation ceremony. A lighted candle, the symbol of the presidency, was passed from Mildred Mendia, the outgoing president, to Kathleen Holzhauer, the incoming president, and her newly elected officers and directors.

The San Francisco Club extends its best wishes for a most successful year to Miss Holzhauer and her board.

FROM ONE MEMBER TO ANOTHER

In anticipation of the Convention, GREB-BIE'S stock has been selected with special care as to TYPES of Apparel particularly adapted to the event, whether breakfast, luncheon, the cocktail hour or

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OUR HONORARY PRESIDENT

A recent letter to the club rooms tells of our Lillian MacNeill Palmer's unfortunate experience. She says:

"When we were last in the city having a gorgeous time with still another flat, my legs gave way, and I was afraid I'd give out before Emmy could get me home. Since, I've been in a hospital for them to work stunts on me. They hammered my knees with a silver hammer, made me close my eyes and touch the end of my nose. (I vastly interested but like Bre'r Rabbit 'laying low.') They cut holes in my ears, drew blood and wagged their heads. Red corpuscles turned to white, blood pressure low, very low. Then what I'd been expecting all along came upon me. TEETH! They must have my teeth! They are to come out a few at a time like the man who cut off his dog's tail an inch at a time so as not to hurt him. The fun begins next week and in the meantime I am enjoying them. 'I count them o'er each one apart, my Rosary, my Rosary.'

"I don't mind the pain but I am in desperate fear of dropping them some day. Why are teeth funny and eyes *glorious*, lips *ruby*, ears *sea-shells*?

"As usual in times of stress, I turn to poetry and to beauty and idealism. How's this?—

"She dropped her eyes, her lashes drooped against the olive in her cheek;

She'd never seemed one-half so dear, so gentle, pliant and so meek;

I held my breath lest I dispel the beauty of this tender mood,

And then that olive got to work—she *dropped her teeth!* Ah! *Not so good.*"

We admire Miss Palmer's spirit in her trying ordeal and we send her best wishes for a speedy recovery.

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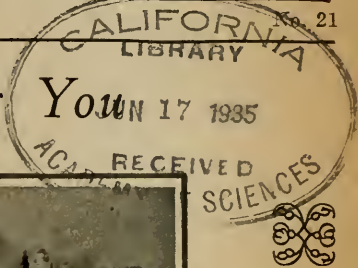
Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

MAY 25, 1935

No. 21

San Francisco Greets You



THE GOOSE HANGS HIGH, AND THE LATCH-STRING IS OUT

All roads for the next three days lead to the Palace Hotel, where the San Francisco Club, acting as co-hostess with the Bay District, will extend a welcoming hand—both literally and figuratively—to its visitors from north, east, south, and west.

Convention time brings us all together for a common cause, STIMULATION for our minds which is given to us through the business sessions. There we hear the accomplishments of the organizations for the past year reviewed; learn of plans for the future and carry away with us thoughts and ideas which may be made a part of the programs of our own clubs.

COMPANIONSHIP on a common ground which comes to us in the exchange of greetings with old friends, the meeting and welcoming of new and the feeling that we are united in our interests.

RECREATION in attending the various functions arranged for our pleasure, for is not recreation a necessary adjunct to a well-planned program or a well-rounded life?

The committees have now taken off their working clothes and arrayed themselves in habiliments of gaiety to join in the greeting and entertainment. Each committee has been working hard and faithfully for this event and a program has been planned to meet all requirements.

During the course of the Convention if you have a wee chance to wander, you will find a welcome awaiting you at the club rooms of our San Francisco home, 609 Sutter Street. Here you may spend a restful interval in an easy chair with a favorite book or magazine or just talking to fellow members. An invitation to pay a call is extended, or should you remain after the Convention is over, make the



club rooms your headquarters. A kindred spirit can always be discovered who will go adventuring with you, and perhaps show you the charms of our gay and delightful city.

The San Francisco Business and Professional Women and its president bid you thrice welcome.

MARGARET TORREYSON.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Advertising.....Florence Hogan

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Elizabeth Adams Nan G. Lawrence
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

OUR BANQUET SPEAKER

"Are American Women Really Going Forward?"

This is a vital question to all of us and one which will be most ably discussed by the speaker at the Saturday evening banquet.

As in all other details of the Convention, our committee has exhibited rare judgment and experienced good fortune in the selection of Mrs. Eudora Ramsey Richardson as the banquet speaker.

Mrs. Richardson is eminently fitted to bring us a great message on this timely subject, since she herself has been actively engaged in worth-while enterprises, political and civic, that are vital to women. Her work as organizer and field director in the National American Suffrage Association and the Women's Division of the War Loan Organization of the Fifth Federal Reserve District places her in the vanguard of American women who have gone forward, and the message she will bring us will be both inspiring and enlightening.

She is the Field Representative of the National Federation of Business and Professional Women's Clubs, in which position she looks after the membership and strengthens the organization of clubs all over the country.

She has also gained a reputation as a writer and has written some outstanding pamphlets, the latest and probably the most interesting to us being entitled *A Woman Leader Challenges Discrimination*. This deals with the recent study made by the National Federation on the discrimination against women in business and the professions.

Those who have been so fortunate as to have heard her speak tell us that she is a very forceful and dynamic speaker, as well as a most charming and vivacious personality. We are sure that a great treat is in store for all of us who will hear her on this occasion.

NANCY FOSTER

GREETINGS TO OUR HOSTESS CITY



It is with unusually keen interest that the members of the California Federation of Business and Professional Women's Clubs are looking forward to the convention in San Francisco. The city and the club both have unique places in units of their kind. The club is one of the oldest and the largest in our National Federation. Its personnel and history, sources of great pride, should obligate it to a great future, worthy of its heritage.

The city of San Francisco, "seated on its hills," may not rule the world, but it takes place second to none in the beauty of its setting or in the romance and thrill of its history. Here my own great uncle, in 1849, organized the first Masonic lodge in California. Here he built its first crude home, and with the other "boys" sewed carpet rags to make a covering for its floor. Built on adventure, hardship, all of the best and some of the worst of human experience, it has surmounted many tribulations to become "the fascinating city by the Golden Gate."

San Francisco, we feel fortunate, indeed, to be called by you to our annual meeting.

A southern member writes: "From all I can hear, the south is moving north in May." From the most distant clubs as well as the near come the gay and thrilling words, SEE YOU IN SAN FRANCISCO.

So be ready, San Francisco. We are coming.

MAUDE E. EMPEY, President.

WHY WORK?

"Why did you accept, Ida?" The number of times that question has been put to me since my acceptance of the convention managership is to me both surprising and disturbing.

It persistently calls to mind a conversation with an outspoken friend shortly after I became president of the San Francisco Club. She said: "Well, Ida, I see that you have gotten quite some job for yourself." My non-committal, "Oh, I dunno," brought the question: "Why are you wearing glasses?" "For weak eyes, of course," I replied. Whereupon my frank friend caustically observed that it was a wonder to her I was not wearing a glass hat.

There has been many an occasion when I have been convinced that a glass hat should adorn my harried brow, but it does not seem to me that the acceptance of a reasonable amount of club responsibility is an indication that a transparent headgear would be appropriate for that individual. The attitude expressed so tersely by my friend is altogether too pessimistic. It is a defeatist attitude that looks only at the difficulties—that fails to see the forest for the trees.

Of course, one runs into some grief in club work, for it is a human activity and is in that respect like any other form of endeavor. Be that as it may, there are very real compensations and pleasures to be derived from taking part in the activities of worthwhile organizations, and as for the difficulties involved—who ever derived any satisfaction from doing a job that was a push-over to start with?

It is unnecessary to reiterate the obvious bromides regarding the benefits to be obtained from club work. The satisfaction of unselfish service, the opportunity for personal development, the contacts and friendships made—all these things are real to the extent in which an individual believes in them. Admittedly the glories of service, etc., have at times been exaggerated, their praises sung too often, too loudly and with some lack of sincerity and understanding, but that regrettable condition does not destroy the fact that the reasonable advantages and benefits which are inherent in club work continue to exist, regardless of unfortunate exaggeration and distortion.

This is written as a protest against the attitude exemplified in the opening paragraphs; an attitude which is not satisfied with merely saying, "Let George do it," but one which goes on to ridicule George as a sucker because he has done or is doing it. It is difficult to imagine a state of mind that could be more destructive to the progress of any organization.

Please do not misunderstand me. I do not mean to convey the idea that this attitude is at all widespread—quite the contrary.

I assume club responsibilities because I enjoy the work. Particularly because of the fine co-operation, the eagerness to help, that are evident on every hand. Don't let a few pseudo sophisticates mislead you.

IDA M. REED.

RECREATION

"All work and no play," etc. This branch of club life endeavors to procure diversion at a minimum outlay and along as many lines as will appeal to all inclinations. Theater parties are held on opening nights; if the attraction has been well heralded, an average of fifty attend. Walks are offered twice a month. With scenery at every turn in the city and the bay district at command, there is never a dearth of selection. Symphony concerts at Hillsborough on Sundays in summer; the dollar opera; birthday dinners at unique restaurants; luncheons at country clubs; all these feature among the pleasures of this section. These jaunts have promoted friendships and awakened fraternalism amongst the members.

Upon the third Tuesday of each month the club

has what is termed "Program Dinner." If reservations reach a hundred, the gathering is held in the ballroom of the Western Women's Club; if less, in the private dining room thereof. An interesting speaker addresses the gathering and this year the aim of the Program Committee is to procure outstanding San Franciscans to enlighten the members upon the activities in and about the Bay area. A small amount of community singing enlivens the evening. During the summer one program is given over to merriment in the form of a low jinks, a satire, a revival of other years, etc. These program dinners are productive of congenial contacts, are constructive as well as instructive, and are a definite achievement of the club.

GERTRUDE D. TUBBS,
Chairman, Recreation and Program.



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BAY DISTRICT GREETINGS

GREETINGS to the San Francisco Business and Professional Women and to the State Federation: On the eve of the State Convention meeting in the city by the Golden Gate, it is my pleasure as president of the Bay District and co-hostess with the San Francisco Club to extend greetings to you one and all.

San Francisco has long been known as a splendid convention city. Its hospitality and generosity of time and expense are known not only in California, but across the continent. We who love San Francisco as a city, its people, its grand setting, its climate, and even its fogs, are delighted that the San Francisco Club and the city itself will be ready to receive representatives of our great Federation on May 24, 25, and 26.

It has been a real delight to work with the general chairman of the State Convention, my old friend, Ida Reed, and all the others who are oiling the machinery so that this convention may go down in history as one of the best. The entire club has been working hard and long, and we who stand by know that when the call comes, "Let 'er go," the curtain will rise on a never-to-be-forgotten meeting.

With a club the size of San Francisco much can be done toward becoming a strong factor for the good of the community, and such a club will go forward to greater and finer achievements.

For years I have watched the San Francisco and the Bay District clubs grow and develop in their various activities and have kept in touch with the San Francisco Club weekly through THE BUSINESS WOMAN, a welcome connecting link. Is it not a joy to work together and play together and be a part of this great Bay District? Of course, the Bay District must not boast, but 1,826 members in 24 clubs is a goodly showing.

My good wishes to everyone. The District membership stands with San Francisco in entertaining sister clubs from over the State. Hard work has been done and more hard work will have to be done to accomplish our goal, but won't we have fun?

FLORENCE STAHL, President, Bay District.

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BOOK SECTION

This section was formed about ten years ago with a view to discussing current fiction. From year to year the type of books discussed has changed with the changing interests of the club members, the tendency being towards more serious type of literature combined with some light fiction. Philosophy, economics, and biography have been particularly in demand of late years.

We meet once a month and our programs consist of book reviews prepared, for the most part, by our own members. We do not aim to follow a schedule but vary as the mood of our group. Our section enjoys meeting in a small group where opportunity is given for each one to take part in the general discussion and express her individual opinion.

POLLY R. HATCH, Chairman.

CONVENTION RECIPE

Once more the time rolls around for the annual State Convention of the Business and Professional Women. None knows quite so well as these women do how to mix a good convention; their recipe, just enough convention to make for accomplishment: just enough of the unconventional to make for fun.

What other body could so have filled its members with ideals and enthusiasm that a dozen new clubs were born in one year, and, at the same session, to have produced a litter of ALLEY CATS that are still going strong?

One goes on tiptoe of anticipation to make new contacts and eagerly to renew old friendships. And the reminiscing! It is as interesting to have a past together as it is to have a future together. It seems a far cry back to that day sixteen years ago when a few of us met in our crude rooms on Kearny Street and, sitting self-consciously on the edges of some uncomfortable camp-chairs, decided that there should be a State Federation.

To me the most thrilling thing about the Federation is its growth, a growth that is inevitable because it is composed of living units, and growth and renewal are qualities of living things. Some drop out, but others take their places.

Have you ever seen a cement house in course of construction? I never pass one that I do not think of Business and Professional Women's Clubs. The cement stands wet, glistening, and against it workmen throw handfuls of sand. Much of this sand falls to the ground, but much of it sticks and becomes a part of the structure, is the structure, a permanent thing adapting itself to the smiling summer hours, but fitted also to resist the storms of winter.

The Business and Professional Women are building better than they know.

It is a very real disappointment that I cannot do as I planned—arrive early and stay till the last lights are out. It isn't that I do not choose but that I cannot *chews*. But I send a prophecy that it will be a GREAT CONVENTION.

LILLIAN MACNEILL PALMER.

MATILDA J. SCHIMPF

NOTARY PUBLIC

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681 MARKET STREET

BUILD—BOOST—BENEFIT

It has often—and wisely—been said that the effectiveness of any organization can only be as great as the co-operation and co-ordination of its membership. A year is passing into history—its trials and tribulations forgotten, its accomplishments spurring us on to greater gains. In the New Year which lies ahead, it is well to pause and resolve to apply to future benefit the experience acquired, with the hope that mature deliberation will prevent the inconsistencies of the past.

The life-blood of any organization can only come from and through the individual clubs. Therefore, they must be encouraged by and through programs in order to become more of an integral working part of any organization. It is a splendid tribute to the visioning which brought forth the Ten-Year Objective, charging us with "training for leadership in thinking on economic problems and their social implications" that the solidarity of our organization has remained united and alive to the importance of maintaining co-operative work.

The programs are suggested in such manner that clubs may use them as they elect in application to their local community problems. Individually, you can render no greater service than attending regularly your local club meetings, so that it may be bigger, better and stronger as a result of not only your attendance, but by your help in directing it in constructive and corrective activities.

By your presence and your manifested interest in the activities of your club you lend a serious, far-reaching influence that will cause it to render real service to its members and to its community.

No one can deny the advantages of an occasional "good time," but we also have many important problems facing us which must be intelligently and constructively discussed for correction of legislative abuse and removal of customs contrary to sound business principles and ethics.

As we pause to resolve on the New Year ahead, I would like each and every one of you to remember you are, within yourself, a unit of strength in this organization and your interest, or non-interest, reflects on the progress of every other unit. Let us determine, therefore, to utilize every force within reason to perfect every unit with our structure, and to

**"BUILD AND BOOST AND BENEFIT
Just every bit you can."**

CAROLYN WEBER.



MRS. CAROLYN WEBER

THURSDAY OPEN HOUSE

Open House is the hearthstone of the club where, on Thursday nights, members gather to refresh their spirits in the glow of the Torch. This happy custom was established for the promotion and development of congeniality and recreation; many, indeed, are the fruits of friendship which have ripened to maturity from seeds scattered at these gatherings.

In the homelike lounge are tables for bridge and other games. Comfortable chairs invite exchange of helpful ideas; prospective members learn of the club's many advantages and are always charmed by the hospitality of the hostess group; new members find the way opened for acquaintanceship and contacts which enable them to understand and participate in other club functions.

Co-operation of club members, contributions, suggestions and good fellowship are of great aid to the hostess in maintaining the cheerful, festive atmosphere around the Thursday hearthstone.

EDITH FLOYD, Reception Chairman.

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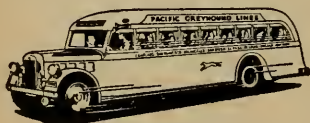
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ON TO SEATTLE

ON TO SEATTLE means more than attending a convention. It should appeal to you who are not "convention-minded" as well as to those who thrive on such gatherings!

It includes travel up the superb Redwood Highway, along the rugged northern California coast, to the now well-lighted Oregon Caves. Then to Crater Lake—no matter how many lakes you have seen, Crater is "different" and indescribable in its beauty. You come upon it suddenly—which adds one more thrill to the trip. From there you travel through rich, wooded country, valley, rolling hills, and a winding river, to Portland—a lovely residential city. If time permits, you will drive up the Columbia River Highway with forests and waterfalls on your right, the river far below to the left, then around Mt. Hood and back to the city. I hope it is clear while you are in Portland, so you can enjoy the snow-capped mountains close by.

On into the natural grandeur of Washington, along rivers and through lovely country with Rainier in the offing, to Seattle, another city built on hills which rise abruptly out of picturesque Puget Sound. The city itself is interesting. A journey across the Sound takes you to the magnificent Olympic Peninsula of dense forests, lakes, rugged, snow-capped mountains—excellent highways leading to all. I recall with delight my jaunt from Port Angeles to Lake Crescent and the quaint tiny resort named Rosemary hidden away along the shore.

ON TO SEATTLE promises much for the "convention-minded." A national convention is a meeting to exchange ideas—and the atmosphere certainly is permeated with "ideas" these days! They come thick and fast—almost too fast for us to grasp sometimes—and we must be alert to accept the constructive and to reject the destructive, not only to our own interests but to those of all people. This era is a challenge to the thinking woman and every member of the National Federation must realize her responsibility—to think, talk, and act intelligently, unselfishly, impersonally about the problems confronting this country. We have an opportunity to bring about saner legislation, greater co-operation and appreciation in every line of endeavor than this country has ever known. Those who go ON TO SEATTLE will be doing their share—they will return enriched, and the whole Federation will benefit by their active attendance at the Biennial Convention.

Are you going ON TO SEATTLE?

SHIRLEY RADKE.

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NEWS FROM CENTRAL DISTRICT

The Business and Professional Women's Clubs in the Central District, numbering ten, have all had a very steady growth this year, 1934-35. Not in great numbers, but holding most of our old members and adding a few new ones in each club.

The programs and work of the clubs have been along the line of the National and State Federation's plans in most instances. We have enjoyed the Central District meetings each month, meeting with first a club in the southern part of the district and then with one in the northern. Fresno is the center so that our district is very easily divided. Our programs have been interesting, with good music and entertainment, after which the business of the district has been taken care of by our very efficient president, Victoria Gundersen.

In Fresno, at the first district meeting of the year, we were very much honored by having the State Board meet with us. Our State President, Maude Empey, in her inspirational talk on the year's work, was a good beginning for the Central District. We were so thrilled in the fact of having so fine a group from the other districts meet with us, that that same enthusiasm for our Business and Professional Women's Clubs has carried through the whole year, and good work has been carried on by all of them.

The clubs of this district have taken their place in community activities, helping in Community Chest drives, Red Cross and Welfare work and sponsoring Girl Scout groups. During Business Women's Week each club spread the gospel of "Opportunity—Our Watchword" either by talks before the Men's Service Clubs or by radio.

One club has furnished to its county library backfiles and the current numbers of both the *California Woman* and the *Independent Woman*. The value of the *Independent Woman* for reference has been recognized by students and it is now indexed in the Reader's Guide," the librarian's bible.

We are now looking forward to our Annual Convention with you in dear old San Francisco.

SARAH E. MCCARDLE,
Second Vice-President.

CHORAL NOTES

There is something about singing together that creates a feeling of good fellowship. The Choral of the San Francisco Business and Professional Women's Club has an enthusiastic membership of twenty-one, and when it is considered that the group is composed entirely of business women who meet for one hour each week, it is remarkable what is accomplished. About ten minutes of the hour are spent in tone work and then songs are studied to be used at any club activity where such music is required.

The Choral is directed by Madame Louise Mackay, and a veritable treasure she is with a rare combination of ability, talent and personality. Dorothy Nounnan assumes the inconspicuous, though essential, role of accompanist. Frances Effinger Raymond, who is very much interested in the group, is the honorary chairman.

IDA ROSE GREBINAR, Choral Chairman.

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DRAMATIC SECTION

This section of our club emulates the fountain, as it were, in that it PLAYS while it works—and, under the very capable direction of Mrs. Eva Smith Hackett, on the second Tuesday of each month, certainly WORKS while it plays—in an endeavor to break down that wall of self-consciousness and thereby gain poise and charm, as well as enlarge our vocabulary and improve our speaking voice.

To help toward our goal, studio plays are given during the year. The most recent, which took place on May 14 in Merrill Hall, Western Women's Club, proved very successful and furnished inspiration for further endeavor.

Our efforts throughout the year, however, are concentrated on one big event, the Dramatic Show, which takes place in the autumn of each year. Twenty-five per cent of the proceeds goes to the budget of our Remembering Fund.

The second meeting of this section, which takes place on the fourth Tuesday of each month, is devoted to reading and discussing plays and topics of interest to this particular group. The only prerequisite for becoming a member of this section is a desire for development and good fellowship.

JOSEPHINE RUDASILL, Chairman.

OH, YOU DEAR MISS REED:

Did you know I am to be a delegate to your convention? I'm so thrilled! Let me tell you what you can do for me, whilst I am in your town. This is my first visit; but lorsey, I've heard so much about San Francisco, I'll feel right at home. True, there are arrangements which require experience and you are just the one to expedite my pleasures.

Firstly, I want to see the vast Pacific—can I do this in an afternoon? And at what hour do they close the Golden Gate? I yearn to see the sun smile as he settles down behind that gate.

Everybody's heard of Golden Gate Park and it is your duty to keep those rhododendrons in bloom until I get there. Never have seen these plants with the long-range name; books say you have the largest collection in the country. Oh, yeah, that national emblem of our club, laid out in flowers; saw a picture of that, but me—I crave reality.

It may be that you will be somewhat busy, in which event you can hand your car over to me. I'm not much of a driver, but you point out the road and I'll spin around, see things, take a squint at the Cliff House; all you do is to have the seal spread out on the rocks and have the sun glisten and show up their luxuriant pelts. Mother says if I go on down the ocean front I'll find a huge swimming pool, one of the world's largest, has a queer name sounds like fly-swatter. Oh, I'll plunge; I'm terrified in the water; should I drown, would a gallant life-saver rescue me, like they do in the movies?

I heard of a zoo close by with all the animal kingdom attending; that it is 'most as large as that in the Bronx. How one uses superlatives when speaking of San Francisco! I adore to watch monkeys, and pull elephants' tails and tease lion so they roar around; animals are most uncertain.

Now, Miss Reed, could you play hookey from one of those meetings and ride me up and down all those "Hills of Rome," run me up those peaks, where they have twins, and the road runs in circles and throws off scenery like a travelogue on the screen.

One morning let's get up real early and see the sea gulls in the squares and the pigeons and the sparrows, all feeding; imagine sea gulls as land lubbers and farm-parks for birds; a city's fantasy.

I saw pictures of your Legion of Honor and War Memorial Opera House, but they were overdone; nothing could be as beautiful; at that, you could "show me."

Say, do I like fish! That Wharf for Fishermen—the spot of my desires. Want to see real fishermen pulling in nets and cussing, by heck! I heard the cook crabs right in the streets—do they? I read of some wee shrimps only found in a few localities, one of which was your city. Do you think I could eat three or four?

Oh, yes, too, that tower named after a fire-girl—let's see, Coit—that's it. I was told of some weird murals painted around the walls by SERA artist symbolizing labor and industry as well as San Francisco. I might be one of the alphabets some day, so better know my letters. I am going atop that tower—when I do, I want you to have the fog lifted and a clarified atmosphere; should you fail in this, my whole faith in your efficiency will vanish. My chum went up and she saw mountains—even Shasta; an islands—way out in the ocean; ferries, bridges, universities; and when she used the glasses she even saw the outposts of Los Angeles. Sure enough!

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Ida (I'm getting familiar), I'm most excited over hinatown. Feel afraid-like, but my brother says 'm coocoo; it's as safe as home. Have a few extra dollars to buy souvenirs to spread when I return; and I'd like some jasmine tea. Went to a swanky place once and they poured "jasmine" and did we feel kitchinish!

I've heard heaps about night clubs and cocktail parties with gorgeous allure, yet gosh-all, don't suppose you have men enough to go round. However, what you can do for me, Ida; I must say I have piles of "it," so you'd be safe in lending me one of your boy friends—just for a wee bit. How does it?

I'm getting all fuzzled and in a dither, so perhaps better sign off until the 24th. If you do all these little things for me, your convention will be a big success, and you'll be what I call a real pal. Don't tell your

DELECTABLE DIANA.

THE CIVIC SECTION

This section was started in 1926 with the idea of forming the members of current events, legislation affecting women, and civic affairs, local, state, and national. Of late, we women have been forced to a realization that we can influence social conditions, constructively by our activity, or adversely by our inertia. It is evident that to achieve the *Better Business World* of our National slogan, we must participate actively in efforts toward solutions of political and economic problems.

The leisure necessary for extensive survey and research is not always available to us, but against this fact we have the valuable one that numbers of our members, because of their professions or businesses, have much of vital import to bring to us. Our section meetings are in actuality an open forum for constructive discussion and spirited debate, following informative talks. Our next meeting, on Monday evening, May 27th, will be given to consideration of the National Federation program.

LOUISE STIVERS, Chairman.

CONVENTION WEEK SPECIALS

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CONTRACT BRIDGE SECTION

This Section has been in existence for three years under the direction of Mrs. Jeannette McCurdy. We meet two evenings a week, beginners and semi-advanced classes on Wednesdays and the advanced class on Fridays.

The Section sponsors one large card party a year, and one or two small tournaments of from 15 to 18 tables. Mrs. McCurdy has also given lectures to which club members and their friends are invited, and these extra events have been quite profitable to the club.

Approximately one-third of the club membership has joined this Section at various times since its organization. The Section has also brought new members into the club, giving them an excellent opportunity to get acquainted.

Mrs. McCurdy is not only an excellent instructor, but is an enthusiastic leader, which is one of the reasons this has been a successful Section, giving its members an interesting as well as jolly pastime, and an outside event must be very important indeed to wile one of its members away from a class.

CAROLINE BACHICH, Chairman.

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WHAT THE CLUB MEANS TO ME

My first knowledge of the Business and Professional Women's Club came to me while visiting in a small town in the State of Washington where I learned there had been a typhoid epidemic. Here I heard of heroic efforts on the part of fellow members to save lives; of a Thanksgiving basket left on the doorstep of a needy member, with sufficient funds to tide her over her convalescence. These, and other deeds, made me feel that a club, having in its membership such fine women, must be very worthwhile and on my return to San Francisco straightway I joined the local organization.

Then other interests claimed my attention and at the end of ten years, as far as club activities were concerned, I was a nonentity. My chief interests centered around my daily occupation and my family and I was fast developing an incurable case of ego. It was just at this time a good friend—heaven bless her—sensed that my great need was outside activity and immediately I accepted a club position my outlook changed. Names now meant people—people whom I learned to love—people such as we have in every Business and Professional Women's Club from the lowliest walks of life to a Congresswoman all with hearts of gold, eager to serve their fellow men. I found my days—yes, and nights—far too short, in my endeavor to make up for lost time,—book reviews, dramatics, chorals, lectures, dinners, hikes, parties, everything which goes to make up a normal, happy life and which the average business woman is inclined to let slip. I also developed a great outlet for latent energy which would have remained undiscovered had it not been for my club.

At first only local affairs held my interest, but later I found myself absorbed in the *Independent Woman*, interested in the Business and Professional Women at large. And when the opportunity came to attend a district meeting, also a state convention where I mingled with so many outstanding women it was indeed a wonderful inspiration. Who can ever forget that Sunday morning breakfast in San Jose two years ago when our beloved Margaret Mary Morgan made a supreme effort to be with us and in response to our ovation whispered, "Bless you, my children!" I thrill now as I recall it.

In summing up what the Business and Professional Women's Club means to me, perhaps the most precious gifts have been tolerance and friendships I have learned through my contacts the nobility of those whose lives I daily touch. One's heart is very elastic and in our club life it expands until our friends are legion.

These are but the reactions of one individual who undoubtedly is typical of many others. In chatting with a friend recently I chanced to say I was convinced that the Business and Professional Women's Club had made this old world a safer and happier place in which to live. "Yes," he naively remarked "not for women alone but humanity at large."

NAN G. LAWRENCE

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LEGISLATION

Legislation designed to regulate hours and wages of women gainfully employed continues to claim the attention of many state legislatures. Of primary importance, now pending before the California Legislature, is Assembly Bill 182, which proposes to extend the *Eight Hour Law for Women* to those employed in all offices, except "to females who direct and are responsible for the work of others." It proposes, further, to require the keeping of records by employers of the hours worked by female employees and that such records shall be accessible to the chief of the Division of Labor Statistics and Law Enforcement of the Department of Industrial Relations, his deputies and agents. This bill has been passed by the Assembly and is now on the files of the Senate Committee on Labor and Capital.

Assembly Bill 9 proposes to amend the State Civil Service Act and relates to preference for heads of families in state employment.

Assembly Bill 10 provides for a preference in employment of heads of families in cities, cities and counties, and counties. A very restrictive definition of *head of family* is incorporated in each of these bills and, if the measures are made a part of our law, will surely work injustice and hardship.

Of exceeding importance to women, and to men, too, and now claiming attention of the Congress of the United States, is H. R. 5051, which provides that "No person shall be discriminated against in any case because of his or her marital status. . . . All acts or parts of acts inconsistent herewith are hereby repealed." This bill has been referred to the House Civil Service Committee. Its purpose is to repeal Section 213 of the Economy Act, which requires that whenever reductions in personnel are necessary in government service, married persons whose spouses are also employed by the Government must be dismissed first. The principle embodied in Section 213 has been copied by state and local governments and by business organizations; it has worked untold hardship upon families and has done much to retard the progress of women in industry.

The Equal Rights Amendment continues to win support. In September, the Assembly of the League of Nations will consider the Equal Nationality and Equal Rights Treaties. The League of Nations Council has authorized circulation among its members of statements from international women's organizations regarding these treaties. We can all share in this world-wide campaign by calling the matter to the attention of the international, national, and local organizations, urging them to endorse the Equal Nationality and Equal Rights Treaties, and to send these endorsements to the Women's Consultative Committee, care Dr. Renee Girod, 10 rue Charles Bonnet, Geneva, Switzerland.

AMELIA JOHNSON.



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No longer is a telegram confined to the conventional, business-like yellow blank. Romance has crept into the telegram, has added a few graceful curves, an appealing blending of colors and has produced in the new special-occasion blanks a communication medium, irresistible. One of these blanks, known as the Social Message Blank, is used for a great variety of non-business messages. Men as well as women find it adaptable to innumerable uses,—for messages of goodwill, for tactfully calling attention to goods and services of a special nature, for subtly awakening a new interest in a new establishment, and yet for making a distinct impression in a quiet, unostentatious way.

Recently a press item mentioned the appropriateness of Western Union greeting telegrams when congratulations are in order. It read: "For thirty minutes, the Iowa Legislature stood at ease this morning while the speaker presented a Memory Book of 150 Western Union greeting telegrams to ex-Representative Nelson, who is now sergeant-at-arms and ninety years of age." Such a "Memory Book" of greeting and congratulatory messages is decidedly novel and brimming with feeling. The sender of a telegram has an opportunity to say something warmly original, yet brief and easy to read, and when a group of these messages on colorful Western Union *Social* or *Anniversary* or *Birthday* Blanks are placed together on consecutive pages of a lovely portfolio and bound with a golden cord, the recipient breathlessly acknowledges that it is indeed a thing of beauty, replete with exquisite reminiscences.

And best of all, there is no extra cost for special occasion telegrams, or for the helpful suggestions regarding their preparation, at any Western Union counter. The average cost of a telegram is only 69¢. Within the city limits, the rate is as low as 20¢. The cost for the first fifty words of a Night Letter from coast to coast is only \$1.20—and a ten-word Night Message can be sent the same distance for 60¢.

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Delegates will do well to read the advertisement in this issue as many special sales are being conducted for your benefit.

Let THE BUSINESS WOMAN be your shopping guide.



The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

JUNE 1, 1935

No. 22

Weekly Program



Coming Events



SECTIONS

June 3—Civic Section, 7:30 P. M.

June 4—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

June 6—Choral Section, 6:45 P. M.

June 6—Thursday Open House.

Hostesses
Elsie Maclaren
Allene Schuerbrock

Emma Gries	Florence Hogan
Helen Mielke	Louise Mackay
Lillie Anderson	Dorothy Ralston

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

CIVIC SECTION

Don't miss the informal no-program meeting next Monday, the 3rd. We shall have discussing a-plenty.

LOUISE STIVERS, Chairman.

ACKNOWLEDGMENT

The staff of THE BUSINESS WOMAN wishes to thank Mr. Callaghan and Mr. Collett of the Margaret Mary Morgan Co. for their invaluable assistance in editing our convention issue. Florence Attridge, Marion Morris, Margaret Bell, and Emma Gries are also extended a vote of thanks for their kindness in giving so generously of their time and talents.

R. C. A.

June 2nd—we browse! In our Park, so many beauties. The hawthorne hollow, I named it; those exquisite pond lilies in that wee paradise; DeLaveaga Dell; flowers, fresh air, comradeship. Take a No. 5 (McAllister) and alight at 36th Avenue—we meet at that entrance. Geary B is two blocks away on Balboa. Backward as 'twere, we will explore, turn over Park Presidio green, wander the Presidio at will.

And, SURPRISE! I won't tell where, but you come on along and enjoy yourself. Cost of the day's adventure—just carfare!

June 3rd—Otto Kruger at the Geary in a comedy, the *Accent on Youth*. Should be a big night: Laughter with our old friend who charmed us in *Counsellor-at-Law*, at the Alcazar. Price 55¢—tickets right now.

GERTRUDE D. TUBBS, Recreation Chairman.

Data for the brand new Roster will soon be turned over to the printer. If you have not sent in your name, either with new information or "No Change" notation, please do so immediately so that it will not be necessary to call you personally.

THANK YOU!

FRIEDA KORN, Chairman.

Name (Miss or Mrs.).....
Home Address.....
Home Telephone Number.....
Position.....
Firm Name.....
Firm Address.....
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MAY 31 1935

The Business Woman

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Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

DELEGATES TO NATIONAL CONVENTION

Delegates to the convention of the National Federation of Business and Professional Women's Clubs at Seattle in July will be nominated at the business meeting on TUESDAY, the 4th day of June, 1935.

ARTICLE XIV.

REPRESENTATION.

Section 1. Representation shall be by delegates actively engaged in business or in the professions.

Sec. 2. Every State Federation not in arrears for dues shall be entitled to five delegates at large.

Sec. 3. Every club, other than affiliated clubs, not in arrears for dues shall be entitled to one delegate, an additional delegate for the first one hundred members and an additional delegate for each additional two hundred members.

Sec. 4. Every affiliated club not in arrears for dues shall be entitled to one delegate.

Sec. 5. Every delegate shall be entitled to an alternate.

ADAH RUTH TAYLOR, Secretary.

CLUB NOTES

MARGERY SHAFFER

Heartiest congratulations from all the girls of the club to Eva Smith Hackett, and to her daughter and son-in-law. Mrs. Hackett on May 13, at 4 P. M. to be exact, was endowed with the title of "Grandmother," which she proudly and happily accepts.

Mrs. D. Roach Withers took advantage of the glorious weather we have been enjoying by playing hookey. She is spending a couple of weeks in Sacramento.

Florence Calderwood had a most delightful trip recently. She motored up the Redwood Highway, enjoying the indescribable natural grandeur of that section, and at the same time visited Fort Bragg and other towns. Those of you who are going ON TO SEATTLE will have an opportunity to view this beautiful highway, provided you go by motor.

Miss Inez Preston has been promoted to night supervisor of the Men's Division at the San Francisco Hospital. We realize this may keep her from attending meetings of various sections, but we send word, "Come when you can, Inez." Please change Miss Preston's address in your roster to 155 Manor Drive, San Francisco.

A number of our members had the pleasure of attending a musical at the Women's City Club recently. One of the charming soloists of the evening was a young woman many of us know well, Miss Kathryn Aylward of our Santa Rosa Club.

Mary Bear made a hurried trip to Los Angeles recently to attend the funeral of a dear one. Unfortunately she could not remain down there for a visit at this time,—*business before pleasure*, as the adage goes.

We were all so sorry to hear of the illness of our beloved Dr. Harriet Ward!

Some folks are fiends for punishment. Fern McGrath has enrolled for the inter-session and summer session at the University of California, taking a specialized course. Her address is 2427 Channing Way, Berkeley. Telephone ASberry 3645.

Miss Clotilde Grunsky successfully conducted a survey on the economic status of woman for the San Francisco Bay area of the A. A. U. W., and Dr. Adelaide Brown organized the group's maternal health clinic.

The residence of Miss Mabel A. Clay is now 16 Fifth Avenue. Kindly change your roster accordingly.

After much work and effort, Genevieve Allen was successful in arranging for an interview between Mary Garden and Darrell Donnell over KYA Tuesday, May 21, thus giving publicity to our club. These talks and interviews over the Women's Institute of the Air are becoming very popular, proving that the public is eager for up-to-the-minute topics which the business and professional women are broadcasting.

Judge Theresa Meikle, who is parliamentarian for the City and County Federation of Women's Clubs, spoke a few evenings ago at the Portola Junior High School on *The Roots of Evil*.

ADVERTISING NOTES

Did you know that Netta Jones is expanding? Learn more about it elsewhere in the paper.

Furnished apartments are so convenient! Let Mrs. Shelton help you.

THE MOUNTAIN PLAY

What favored peoples, San Franciscans, yet few are aware of the splendors at hand. A rarity, and an occasion memorable to all who go forth, Mt. Tamalpais and the Mountain Play. Hiker, automobilist, bus rider, even taxi drivers, all on the way up and up! Scenery so abundant as to reach saturation, nature's gifts; shorts, slacks, pants, whatnots, pon youth, maturity or age, in all widths—moderates! The grounds attained, luncheon parties decorate the meadows; soda-pop, "dawgs," ice cream—s you will. The passing show is worth a million.

Strikes, the hour of two! The natural amphitheatre, unduplicated in all the world, two thousand feet above sea level, fills to capacity—the estimate is five thousand. Chatter, expectancy and sunshine within this tree-encircled temple, lend verve to the assemblage. The play is on: *The World We Live In*; human elements depicted in insect creatures, satirical, philosophical and beautifully produced. The acoustics are perfect, every word—love's fickleness, the aim for accumulation, the drums of war, the battle of death, the musings of the vagrant—can be heard! Stupendous and inspiring. How these festivals have emerged from sheer crudity, twenty-two years back, to the professional finish of today.

Vistas of that mystical city afar, the mirage of islands below, the intense throng in the great outdoors! Even the world weary must rise to exaltation at moments like this!

GURTY.

WE THANK YOU

The members of the Dramatic Section, with myself topping the list, wish to express our appreciation to those who lent a helping hand in our recent Dramatic Show.

JOSEPHINE RUDASILL, Chairman.

PROGRAM

Convention Days are here again! State Convention is past tense, prepare for the Gingham Convention in the Ballroom of the Western Women's Club, Tuesday Evening, June 18th. We want life and color, so doll ye the body in a gingham gown, bright, flattering, modest of price! Come get the low down. More next issue.

GERTRUDE D. TUBBS, Program Chairman.

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THE MAY BIRTHDAY PARTY

Imagine walking into the club rooms last Thursday night and upon answering yes, you were a May born, having the most gorgeous Cape Jasmine gardenia pinned on you! That was a real thrill and all because Mrs. Rose Wessell of the Pelicano Rossi Floral Company is also a May girl, and a most generous donor. The girls on the Hostess Committee were presented with lovely pansy corsages, also a thought from Mrs. Wessell.

Last and not at all least, we come to the beautiful floral masterpiece that graced the birthday table. It consisted of yellow and orange roses, snapdragons, poppies and zinnias. This, too, was Mrs. Wessell's gift. Sharing the honors of the table was another but quite different masterpiece, a large chocolate cake, frosted with pink roses, that looked real enough to be picked. It was presented by Hazel Ramon.

The refreshments were supplemented by home-made cookies presented by Anne and Enaid, Bertha Stalder and Ingeborg Fern.

Do our girls like coffee or do they? The coffee dripolators were being constantly used to refill everyone's cup with more of that delicious coffee, made possible through the generosity of the Folger Coffee Company. Aren't we glad Edith is employed by Folger's? Even Edith's kitten is Folger conscious, as you probably noticed in last week's BUSINESS WOMAN. Jessie McKinney brought real cream for our coffee.

Gurty presided over the table, which was also graced by none other than Mrs. Eudora Ramsay Richardson, our convention banquet speaker.

THELMA MAY.

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THAT DRAMATIC EVENING

Convention news has thus far crowded out any report of the successful Dramatic Show of May 14, but the memory of the pleasant evening is still fresh in the minds of all who were fortunate enough to be present. There was standing room only long before the curtain parted—and extra chairs had to be fitted into every corner that would hold them. (Gertrude Tubbs, by the way, had sold 60 tickets and Grebbie 40!)

The two plays brought out some real talent. Constance Hendrickson and Maud McLaughlin started the tale of deceiving mankind in effective portrayals of two modern matrons. Nancy Foster and Lucille Caesar carried the same story back to 1890. They were so natural in their feathered hats and sheltered (and deceived) wifehood that one wondered a little to see them later as their own modern and very independent selves. That the "lady fair" of the days of romance had man trouble of her own was charmingly conveyed by the two Ediths, Floyd and Nelson, as lady and maid respectively. And then came the spice of the playlet in the form of a glimpse into the future, as rendered by Dorothy Ralston, Betty Walton, and Helen Mielke. In spite of the very fetching trousers, slouch hats, and cigars—did you know Betty could smoke a cigar?—the husbands left at home with the babies were apparently no more to be depended upon than the ones who occasionally get into the headlines of today's papers. It would be difficult to pick out a star from the very capable cast that handled this play.

Sardines, the second playlet, was a riot from start to finish. Or perhaps it should be written Finnish, for that seemed to be the nationality of the dumb maid, so hilariously presented by Ingeborg Fern. A putty nose, wig, and an appalling green and orange house dress, with a pillow for padding, transformed Ingeborg beyond recognition. Dr. Crete Crockett as the talkative Lizzie Pike, who insisted upon sympathy for her fallen arches, showed her own sure comedy touch. Dr. Harriet Ward was to have taken the part of the deaf friend, but was unfortunately ill. Miss Kathleen Barry, a member of the dramatic club of the Pacific Gas & Electric Company, kindly substituted in the part at the last minute, with perfect smoothness and aplomb. Fortunately the P. G. & E. had enjoyed a rendition of the play a short time before. Frieda Korn, as the hostess who tries to give a luncheon party in spite of her servant trouble, held the entire play together, with a thoroughly capable performance. The fashionable guest from New York was well handled by Elsie Fear.

In between plays the audience enjoyed songs by Cornelia Seeley, accompanied by Mrs. Dorothy Nounnan. Rose Bezek brought tears to the eyes of her hearers with the portrayal of an Italian work man who tries to buy a rose to take to the funeral of his little girl. In fact, we all enjoyed ourselves every minute of the evening. (This isn't sarcasm—I enjoy crying, myself.)

It should be mentioned that the attractive mimeographed programs were the work of Nancy Foster and the really beautiful tickets were donated by Mr. Ted Brower of Brower, Marcus & Co., through Frieda Korn. We are sincerely grateful.

Praise of the actors, of course, implies a compliment to the work of Mrs. Hackett, under whose direction the plays were presented. Josephine Rudasill's tireless work in the background made the whole evening possible. There's a lot of hard work on the part of everyone concerned back of one of these evenings, but the joy we get out of it, listeners and actors alike, surely justifies the labor. C. G.

CHANGE OF DATE

The Richmond Business and Professional Women's Club announces that the date of its Birthday Party and installation of officers has been advanced from May 28 to June 11. The San Francisco Club is cordially invited to attend. (*Reservations with Mrs. Burlingame.*)

TOURING MEXICO

Mrs. Fred Benioff recently returned from a 21-day trip, four days of which were by boat, into Mexico. Helen sailed by a United Fruit liner to Acapulco, then motored through gorgeous scenery to Mexico City, where she spent five days. She visited Taxco, Cuernavaca and Xochimileo, which is noted for its canals and floating gardens, also to Puebla and Guadalupe.

From Mexico City she took a Pullman to Guadalajara, the second largest city in Mexico. Here were exquisite homes of Spanish architecture with patios and scenery beyond description and people most cordial to the tourists. Helen was loath to leave this beautiful spot, but lingering too long would mean missing the train to Manzanillo, which connected with the boat for San Francisco.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

JUNE 8, 1935

No. 23

Weekly Program



June 10—Book Section, 7:45 P. M.

June 11—Dramatic Section, 7:30 P. M.

June 13—Choral Section, 6:45 P. M.

June 13—Thursday Open House.

Hostesses

Ida Grebinar

Allene Schuerbrock

Ethel Ray

Lorraine Graves

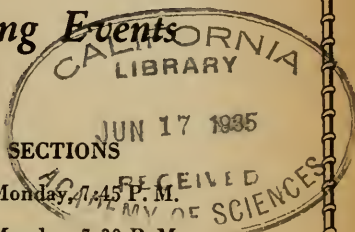
Madelon Saxon

Bertha Hancock

Ednah Butler

Carrie Davis

Coming Events



SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CONGRATULATIONS

To Ida Reed for the success of the convention.
To Carolyn Weber, our State President.

DRAMATIC SECTION

Those hardy members of our Dramatic Section who were able to survive Studio Plays, Convention, and other activities of the merry month of May, and were able to foregather at our meeting on May 28, were richly rewarded. Our genial and hard-working chairman, by way of celebration of the success of the studio plays, had arranged a delightful surprise and provided delicious refreshments, which were enjoyed by all present.

A vote of thanks to you, Rudy.

Our meeting of June 11 will be under the direction of Mrs. Hackett and all members interested are urged to be present.

BETTY WALTON, Secretary.

PROGRAM

Hi There, Ye Convention Bound! List to the details:

Time: Tuesday, June 18.

Place: Ballroom, Western Women's Club.

Cost: A dollar, plus two cents.

Clothes: A gingham gown—not compulsory, but hoped for.

Your part: Good humor and receptivity.

AND: Followed by a "Founders' Revival." Does that intrigue? Better had, our club Mam-mar, Lillian MacNeill Palmer, conducting!

There now, read your next issue!

GERTRUDE D. TUBBS, Program Chairman.

R. C. A.

Sunday, June 23rd—a walk down the Beach.

Monday, June 17th (date not definite) — Bert Lytell in *The First Legion* at the Curran—price 55c I am receiving.

Sunday, June 30th—Symphony Concert conducted by Alfred Hertz, in Woodland Theatre—Hillsborough.

GERTRUDE D. TUBBS, Recreation Chairman.

WE GO CALLING

A charming hostess and a guest whom they delighted to honor—this was the happy combination on the occasion of the tea which Judge Theresa Meikle gave at her home on Sixth Avenue on May 18 when the guest of honor was Margaret Torreyson, president of the Business and Professional Women's Club of San Francisco. Needless to say the club members were there in full force for the event. The excellent music, the refreshments, and the garden where the guests lingered, all contributed to a memorable occasion.

Assisting Judge Meikle were Dr. Frieda Kruse, Mrs. Letitia Farber, Mrs. Ethel Maxwell, and Marion Morris. In this group should be included Mrs. Meikle, the judge's mother, whom club members enjoyed meeting or greeting again.

G. K. ANDERSON.

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BUSINESS WOMAN

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Accounting.....Mollie Gunn
Advertising.....Florence Hogan

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IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CAROLYN'S FIRST

Tuesday, May 28, in Marin County, Carolyn made her first official appearance as State President. A gala night for the Marin Club, holding their installation party at the Marin Country Club—these three-year-olds. Dorothy Bitner, an excellent toast-mistress; the theme: New Frontiers; Carolyn's response, *Widening Horizons*, timely, outlining her constructive program for the year; she installed the officers with poise and grace. The incoming president, Ada M. Fusselman, a woman of outstanding personality, conducted the musical features. I say, the B. & P. W. C. just abounds in live wires! Watch their sparks!

GURTY.

SIAIDA

Siaida, famous psycho-chirologist, is arranging for a short course in character analysis. Topics to be covered are types of hands; characteristics of the hand types; method of handling; vocational possibilities displayed in the hands; hands in business, etc. The value of the subject lies in the ability of the student to analyze, at a glance of the hand, the character of the person with whom he is dealing. A knowledge of these subjects is invaluable to executives, sales workers, those dealing with the public, in personal management, criminology, child welfare, etc.

The course will consist of six one-hour lectures, two lessons at a time; to be held on Wednesdays, commencing the 14th of June; charge of five dollars for the course. Register now with Mrs. Burlingame.

CLUB NOTES

MARGERY SHAFFER

Ethel Woodruff Sullivan and her handsome husband are leaving the City by the Golden Gate. They are taking up their abode at Glenwood, California. Good luck and best wishes from all of us.

Carolyn Weber's new address is 1018 Castro Street, Martinez, California. Kindly change your roster accordingly.

Olive Chauvaud left a few days ago to spend a few weeks with her brother and family in Los Angeles. We all hope the change of scene and environment will mean much towards Olive's recuperation.

The question is, What is the value of a Canadian dime in the United States today? One of our members received her chain letters and on opening them found them to contain Canadian dimes.

The Soroptomist Club recently gave a delightful party to Anna Hunt-Fiend, a bride of a few weeks. Cornelia Farrell wrote some original verses to the honored guest. During the evening Anna was presented by her friends in the club with two very useful articles in the adornment of a new home, — a beautiful lamp and a vase.

Bertha Brown has been away from her office for two weeks with a badly infected eye. We hope the condition will soon clear up and she will be able to resume her duties.

We extend best wishes to Miss Minnie Korn for good health. Minnie has been in the Southern Pacific Hospital, but is now at home.

Alice Kennedy spent the week-end at San Jose with her son and his family.

Dr. Susan Harris Hamilton was co-hostess with a group of old friends from Ukiah, at a farewell luncheon on Wednesday, May 29, at the Western Women's Club in honor of Mrs. William Standley, wife of Admiral Standley of the United States Navy.

Did you know that Lydia Floan won the State prize offered for the best words set to a familiar tune to be used at the National Convention at Seattle in July? Congratulations, Lydia!

Alice told me, so I'll tell you that Hazel Mangels has just returned from a delightful vacation at Lokoya.

A delightful display in the Transportation Building, San Diego, is in charge of Mrs. Bonnie Wilson. Bonnie extends welcome to friends who plan to attend the fair.

FASHION SHOWS

Two of our members, Rose O'Brien and Helen Benioff, participated in two fashion shows recently. The first was the Open House of the Young Ladies' and the Young Men's Institutes. The second was at a *Night in Italy* at the Fairmont Hotel. With the captivating fashions of 1935 the shows were exceptionally beautiful.

A different type of fashion show was the corset and lingerie show opening Netta Jones' new corset shop. Each guest was presented with a fresh gardenia as a memento of the occasion. Frieda Korn and Dorothy Ralston were the models.

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POST CONVENTION

THE BANQUET

We got off to a late start—and it was nobody's fault. The Mayor was tied up in a Supervisors' meeting and could not even get to the telephone. That line of good-looking celebrities stood waiting for the man that never came. However, by the time word reached them, everyone at the banquet had been given a chance to take in the beautiful dresses and the beautiful make-ups that hid the ravages of convention business meetings. Weren't they a good-looking group?

And how we rejoiced in big, juicy slices of red roast beef! They tell me Mrs. Richardson all but wept with happiness when she found she did not have to eat chicken and peas.

By this time I don't remember who introduced whom or what except that Margaret Torreyson never looked more stunning or presided with greater ease; that Ida, the Salt of the Earth, cheered us all with her grin and deserved the rising en masse that greeted her. Then I enjoyed, as I always do, the presentation one by one of the leaders who have kept us going these many years. That woman, little in stature, that some of you call "Maudie" (and may the lightning strike you), should never be introduced by the adjective "little." She is BIG Maude Empey and should be so designated, big in everything that counts. And another big one is our Florence Stahl, always jolly.

That we of the "cool, gray city of love" almost burst out of our best gowns with pride over the appearance of Carolyn Weber to be expected. How we do love our own!

Dr. Geiger, as the representative of the Mayor, gave us a good pinch hit talk. He handled what must have been for him a difficult situation, graciously. He has a charming wife. (I wish the men did not pick out such pretty and delightful women for wives—there is left no opening for the rest of us.) President Maude Empey gave the response to his greeting.

Mrs. Richardson snapped into a stirring address that was a decided challenge. We were so well acquainted with her by the time she spoke that it was like hearing from one of the family. She has won her way right into our hearts with her sympathy and appreciation—again one of those beautiful and charming women that the men pick for wives.

Didn't you all enjoy the Palace Hotel Salon Orchestra? And didn't Elaine look like a picture as she led the "Star-Spangled Banner"? And the singing of it by the seven hundred women made my scalp tingle. Weren't the floral decorations lovely?

A fitting finale to the program was the part played by the chorals, each different, each pleasing. Salinas—snappy; San Francisco—serene; Santa Cruz—sonorous; Stockton—splendid. (Please note that I used S freely as an initial.) Again, we enjoyed seeing our Frances Raymond sitting on the stage in dignity as a sponsor of the choral. The leaders of the chorals: Stockton, Ruth Eddy Felt; Santa Cruz, Madame Murray McAdam Yerbury; San Francisco, Madame Louise Mackay, deserve special praise because each group was outstanding. The combined chorals show what can be done with planning and co-operation. The effect was superb.

And the grand finale of the evening was the introduction of our new officers. That was one of the many times when we swelled with pride, almost strutted, in fact.

This is not a chronological report of the banquet—

it is merely a brief presentation of highlights in a gorgeous gathering of fine women in the beautiful Palm Court of the Palace Hotel, a gathering compounded of friendliness, co-operation and pledges for the forward-together program of organized business and professional women in California and the United States and the World.

E. S. A.

BUSINESS

The business sessions of the convention were more or less routine. Reports from committee chairmen showed the organization in good working order. This year the reports were printed in binder form and presented to each delegate and visitor.

At the last session some interesting resolutions, recommendations, and amendments were brought before the delegates. Charl Williams was endorsed by the California Federation for National President. A recommendation to change the date of National Business Women's Week was voted down. The dues were raised fifty cents a year. The Los Angeles delegation presented a Fourteen Point Program to be brought before the National Convention. This program is a most interesting one and a pamphlet containing it is to be posted on our bulletin board.

FRIDAY DINNER

"All work and no play . . ." applies to conventions as well as to Jack, so we opened our State Convention socially with a dinner on Friday night in the Palace Hotel.

The group was comparatively small as many had not arrived from out of town.

Alameda, Berkeley, Hayward, Oakland, Oakland Jr., Richmond, and San Leandro were the hostess clubs of the evening. We were delightfully entertained and enlightened by the address of Dr. Barbara Nachtrieb Armstrong on *Economic Security*. The musical selections were from the opera *Romeo and Juliet*.

Florence Stahl, Bay District President, presided with Grace Patty of Berkeley as chairman.

SATURDAY BREAKFAST

"Can't get 'em up," but where there is a gambling chance—watch 'em—200 arrived. Juicy lamb chops, kawfee, good humor, prizes. Crisp one-dollar bills captured by Ellen Robbins, Ruth Shaw, and Belle Banz. Song and a talk by Mrs. Gifford on *Personality Building through Re-education*. We became aware of our rebuilding possibilities and resolved upon individual re-education! The hostess clubs, Livermore, Lodi, Stockton, and Tracy, promoted a splendid morning start of a big day! G. T.

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SATURDAY LUNCH

At the Saturday luncheon during the State Convention at the Palace Hotel, Dr. Margery Bailey, Professor of English at Stanford University, gave a discourse on *Opportunities for Women*.

"What can I, a college professor, tell you of opportunities?" she demanded. "As far as opportunities go today, it is necessary to make contacts and learn them. We do not pay enough attention to them. To exist as a human being is far more important than to be a good florist, lawyer, doctor, or teacher. The greatest opportunity for women today is the opportunity to LIVE; it is the only real one. By this I do not mean the RIGHT to live, because the OPPORTUNITIES to LIVE are far different from the RIGHTS."

"I feel that the American women as a whole know HOW TO LIVE; that is, they are the women who appreciate the opportunity of a complete and full life,—to create and fulfill the womanly being."

"What do we live for?" she asked. "To make use of our opportunity to gain experience and then to make use of that experience!"

"A woman is adored who HAS made use of her experience and her full right and complete fulfillment of womanhood."

"The Duke of Gloucester summed it up in three words: 'RIGHTNESS IS ALL,' and the rightness to become RIGHT matters more than anything else."

M. S.

LAST, BUT NOT LEAST

The Sunday morning breakfast, at which the Monterey District clubs served as hostesses, was a fitting climax to the good times we had enjoyed, and the program which they presented made everyone present feel that she must go to "See-at-tull" some way—even if it be hitch hiking or on roller skates. All forms of transportation were represented in the clever skits of the morning, and it was hard to determine just which would be the best way to go.

The program was interspersed with some very catchy songs, set to old familiar tunes, printed on a very unusual "program," artistically illustrated. The only trouble with it was that they kept us busy rolling and unrolling the darn thing to find the place. If they had only sung them in order!

Our own Charlotte McClelland opened the program and then turned the gavel over to Myrtle Wells, president of the Monterey District, who presided in a very gracious way.

It looked as though San Francisco would walk off with all the door prizes, when first Rose O'Brien (who won the "Convention Baby") and then Josephine Rudasill and Frances Raymond walked up with winning numbers, but one or two prizes did go out of town.

So reluctant were all to leave this delightful feature of the convention that the automobile caravan was an hour or more late in getting under way.

N. J. F.

CARAVAN

A caravan is not always of the covered wagon type nor does it always traverse dangerous desert country as the dictionary would have us believe. In fact, it is a pleasant and effective way of entertaining visitors.

The San Francisco Club organized a caravan as a farewell to its convention visitors. About 35 cars lined up in front of the Palace Sunday morning after the breakfast. Guests were escorted to the machines by members of the Police Department. Then under police escort, points of interest were visited. The tour included Coit Tower, Fisherman's Wharf, Yacht Harbor, The Presidio, Sea Cliff, the beach, Golden Gate Park, where our emblem was displayed in flowers, St. Francis Wood, Twin Peaks, Civic Center, and back to the Palace Hotel.

Marion Morris was in charge and much of the success of the trip was due to her careful planning.

RADIO TALK

Improving Your Vision is a subject that is of interest to all of us and that is the title of the talk given by Thelma McGuire Gaffigan on the Variety Hour over station KGGC, May 6, from 10 to 10:30 A. M.

Many startling facts were disclosed. For example: That not one person in ten has normal vision; that the eyes consume about 60 per cent of the nervous energy of the entire body in the act of seeing; that persons who reach the age of 70 and who have never worn glasses read with one eye and see at a distance with the other, that is, they are near-sighted in one eye and far-sighted in the other.

In conclusion, Thelma urged her audience to take care of the most precious of all the senses, the eyes.

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Vol. 12

JUNE 15, 1935

No. 24

Weekly Program



Coming Events

June 18—Dinner, 6:15 P. M.

Western Women's Building.

GINGHAM CONVENTION.

June 20—Choral Section, 6:45 P. M.

June 20—Thursday Open House, 8 P. M.

Hostesses

Bright Tatarian

Allene Schuerbrock

Lydia Rogers

Olive Chauvaud

Rose Wessel

Lucille Caesar

Dr. Phillis Bourne

Florence Stieler

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PRespect 8347

Gingham Convention, Plus A Founders' Revival

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AND—TWILL BE AN EYEFUL AND AN EARFUL!
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MARGARET MARY MAY ANSWER ROLL CALL.

WEAR A GINGHAM GOWN—IF YOU WILL.

COME AS IS—IF YOU WON'T.

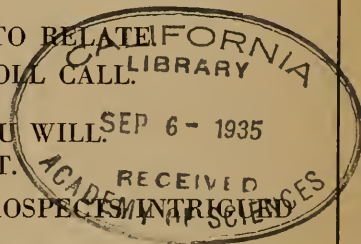
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TUESDAY—JUNE THE 18TH—AT 6:30

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JUN 15 1935

The Business Woman

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BUSINESS WOMAN

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 2390 Fifteenth Avenue
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 Contributing Editor.....Nancy Foster
 Club Reporter.....Margery Shaffer
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 Program.....Gertrude D. Tubbs
 Reception.....Edith C. Floyd
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Book.....Polly R. Hatch
 Choral.....Ida Rose Grebarn
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 except Saturdays.

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COLLECT FOR BUSINESS AND PROFESSIONAL WOMEN

Grant us, O Lord, the gift of tolerance, for there is much need of it.

Send us the vision that will give us faith, and strength to hold to our trust despite all obstacles.

Lend us the courage to depart from the beaten path that we may hasten the progress of humanity.

This to the end that we may think clearly, live uprightly and serve truly.

Z. CLEMENTS.

CLUB NOTES

MARGERY SHAFFER

A very delightful itinerary has been outlined for Bertha Pierce's vacation. She leaves her office June 14 to spend a few days in Redlands, then down to San Diego to visit the Exposition. She also anticipates a visit with friends at Glendale and Los Angeles.

Louella M. Payne sends her new address, 640 North Kingsley Drive, Los Angeles. Please change your roster accordingly.

Leaving June 6 via the "Cascade" for Seattle, a vacation of three or four weeks is the anticipation of a real rest and change of environment for our Ada Brace. She has engaged a cottage for two weeks at Indianola Beach, where she will entertain the daughter of an old friend.

Helen Doble was recently elected a trustee of the Association of Pioneer Women of California. Congratulations!

The Circus Room at the Fairmont Hotel was the setting for Persia Briggs' birthday party. Twelve celebrated this occasion and hope to participate in many more. The next day Mrs. Briggs left for a month's vacation in Los Angeles and also will attend the San Diego Exposition.

A year ago last April, Helen Mielke said goodbye to her family in Lewiston, Idaho. She does not admit being homesick, but is a thrilled young woman at the prospect of leaving shortly for a three weeks' visit with her mother, father and other relatives in the old home town.

Olive Chauvaud's summer address is 2821 Strathmore Street, Wilmar, California.

Merle Curington and her "Prince Charming" just returned from a delightful trip to Seattle, Vancouver, Lake Crescent on the Olympic Peninsula and many other interesting points. The vacation has benefited Merle immensely and she is all pepped up and ready for another year of work.

The Girls' High School Alumnae Association has just elected a new corps of officers for the coming year, among whom is Lucile Cordrey as historian.

Dr. Phillis Bourne and her sister-in-law, Miss Muriel Bourne, returned Sunday night from a few days' visit in Yosemite.

Genevieve Allen's splendid piece of work as radio chairman for our club has earned her the appointment of State Radio Chairman for the B. & P. W. Clubs of California.

Congratulations from us all, Genevieve!

Mrs. Naomi Hammond has recently been elected president of the Democratic Women's Club.

Several of our members in the assessor's office tendered a dinner party to Margaret Lewis in honor of her birthday. Such a nice way for friends to show their appreciation of one another!

Dr. Josephine Frisbie's parents left for the East a few days ago. Her mother is going by boat and her father by rail. They will meet in New York and spend several weeks touring the New England States.

The Dramatic Section will regret to hear that Mr. Mills, who for the past few years was make-up man for the plays, died suddenly of a heart attack.

R. C. A.

Next Theatre Party—Bert Lytell in *The First Legion*, either Geary or Curran—price 55c. An unusual play—all men. Date, either the 17th or 24th of June. I am taking your reservation.

Next walk—Sunday—June 23rd—Way down the beach and a birthday luncheon.

Sunday—June 30th—Symphony Concert at Woodland.

GERTRUDE D. TUBBS, Recreation Chairman.

OUR CORRESPONDENCE CORNER

A cheerful and encouraging note comes to us from Olive Chauvaud, who is spending the summer in Wilmar, California. She says:

"You should see me these days, lying either in the sun or in the shade. I go to a dance once a week or up to my sister's ranch in the Mockingbird Canyon for the week-end. I read a good deal and visit a little. But I'm missing gay and busy San Francisco and most of all I'm missing the club members. The weather has been lovely here, not too warm and certainly not too cold.

"Be sure to remember me to all and tell them I'm thinking of them."

(We miss you, too, Olive, but we are glad you are having such a grand vacation.)

Space will not permit the printing of the entire newsy letter from Minna Brown, who is in Honolulu for the summer. The following is of interest to us:

"A member of the B. & P. W. called for me at my house by the sea and we attended the club dinner. It was served on a very large lanai, the tables decorated with hibiscus and day lilies, with the full moon showing through the trees. Their membership has about a hundred up-and-coming women and it was a pleasure to meet them. The speaker gave a discourse on Samoa and showed pictures and articles from there. It was the first time I knew that the United States had any interest down there. There is an American as well as a British Samoa and they make all the tapa which is sold in Honolulu. Next Monday evening I am invited to attend the Governor's reception, which I am told is a very colorful affair.

"The weather is so warm and lovely that each morning I run down to the beach for a dip before starting the day.

"My kindest regards to my fellow club members."

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CHORAL NOTES

Enterprising Chairman Grebbie found enough opportunities for the Choral to sing to keep a professional group busy, but because so many of the members are new and time is limited, the Choral has decided for the present to take part in only two activities. Choraler Gurty has asked the assistance of the section in the songs she has prepared for the Gingham Dress Party, and in the week following, rehearsals will begin for the annual show.

Since the convention, two members have been added to the Choral,—Miss Lillian Hayes, who is transferring her membership from Seattle to San Francisco, and Miss Rogers, a new club member. It is most encouraging to Madame Mackay to see the Choral membership steadily increasing and a large attendance every week. An invitation is extended to any club members who would enjoy singing with the Choral.

ELSIE MACLAREN.

NOTICE OF ELECTION

At the business meeting on June 4, 1935, the following members were nominated for election as delegates and alternates to the Biennial Convention of the National Federation of Business and Professional Women's Clubs, to be held in Seattle, Washington, July 14 to 20: Charlotte F. McClelland, Frances E. Raymond, Ethel M. Johnstone, Ida R. Grebinar, Frieda Korn, Lillie Kuck, Margaret Lewis.

The election will be held on Tuesday, July 18, 1935, when two delegates and three alternates will be elected. The President goes as a delegate by virtue of her office.

Those who will serve on the election committee are: Madelon Saxon, Sara Rosenberg, Dorothy Ralston.

Polls open from 12 o'clock noon to 7 P. M.

ADAH RUTH TAYLOR, Recording Secretary.

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TERMS AND CREDIT TO MEMBERS.

A WOMAN WRITER

Lena Madesin Phillips, who has ever sought to serve the interests of the organized womanhood of America, has become one of the associate editors of *Pictorial Review*. Through her long and varied experience in club work—as secretary for business and professional women of the Young Women's Christian Association, executive secretary and president of the National Federation of Business and Professional Women's Clubs, president of the International Federation of Business and Professional Women, president of the National Council of Women, and chairman of the International Congress of Women held in Chicago in 1933—Miss Phillips has gained skill in club mechanics, sympathetic understanding of club problems and a unique sense of values in club programs. Her faith in women and in their work is proved by the long sacrificial service which she has given to their cause.

She is now writing a monthly series of pamphlets offering her valuable experience to the women of America.

R. C. A. IS ENTERTAINED

Those who accompany Gertrude on her Sunday jaunts are always assured of an enjoyable trip, but even the most clairvoyant of the group could not have guessed what was in store for them.

A non-committal invitation to tour the Presidio brought together fourteen members and a visitor via street car and automobile. The group reached Letterman Hospital; this was the first stop. Some secret inquiries were made and the crowd moved on to the nurses' headquarters. This was the second and final stop. A smiling hostess awaited the party on the porch. She was Mrs. M. Virginia Himes, R.N., one of our members who is unable to attend our affairs during the week. She had invited Gertrude and her R. C. A. to lunch.

Four card tables were set in the spacious recreation hall with lovely linen, silver and fresh fruit. The lunch was delicious from the first to the last course. Of course one of the group had to claim the honors of the day by having a birthday, including a cake with candles (28 in all). She is most appreciative of the occasion.

For the rest of the afternoon the party lounged in the comfortable chairs and discussed the affairs of the world. Reluctantly, the group dispersed about five-thirty with a most satisfied feeling.

R. C. A. wishes to thank Mrs. Himes for her kind hospitality.

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THE HOSTESS COMMITTEE SAYS THANK YOU!

To the House Committee for the clean, gay closet in which to tuck away our guests' wraps and hats. A lot of work, Jessie, which is much appreciated.

To all of you who have responded to our appeal for cards and score-cards. It is very pleasant to have your co-operation.

To all of you who help in supplying and serving the refreshment trays. To our ever-thoughtful Belle who sent the delicious anise cookies Thursday night and to Nan, who provided the chocolate cake for us all. We hope her guests, who are also prospective members, were pleasantly impressed.

June gals, get ready to celebrate with us on the 27th!

ADVERTISING NOTES

How many of you who are looking for apartments have seen the attractive ones on Nob Hill? Mrs. Shelton, owner and manager, is a brand new member. Wouldn't it be pleasant to live where one may feel at home?

Daisy is another new advertiser with us. Some of our members are her permanent customers and are her testimonial.

We welcome to our advertising columns one who had strayed but who has returned. It is our member, Mary Day Barnes, of the Mary Eleanor Tea Room. Most of us know and appreciate what she has to offer us.

Have you been to Grebbie's lately? You know, summer is upon us and we will need those extra vacation togs. Don't forget Grebbie when you are shopping about.

Is your best friend staying on her vacation this week? Just phone Frances Floral and have them send her a corsage. She will appreciate it.

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The Business Woman

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Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

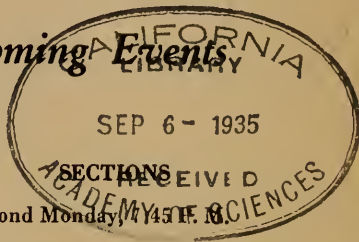
JUNE 22, 1935

No. 25

Weekly Program



Coming Events



June 24—Civic Section, 7:30 P. M.

June 25—Dramatic Section, 7:30 P. M.

June 27—Choral Section, 6:45 P. M.

June 27—Thursday Open House, 8 P. M.
June Birthday Party.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Lena O'Connor

Barbara Greene

Irene Sheehan

Lucile Cordrey

Louise Buck

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BIRTHDAY PARTY

Come on, everybody, to the biggest birthday party of the year next Thursday! Junebug Frances Effinger Raymond stands treat for all other Junebugs, their club friends and guests. There will be a grand cake and a good time, so be sure to come.

R. C. A.

Ah, the "well-laid plans * * * oft ga-awee!" My theatre parties all went flat. Appears the only paying venture here is *Accent on Youth*. *The Tobacco Road* is under contract and merely dragging along—but not in the money. Bert Lytell is not doing so well "down south" and looks as if Curran would not bring the production up here. So my broadcasts are all nil! However,

The Symphony Concert at Hillsborough is real and I have the tickets and we are on our way, Sunday, June 30th. We'll have a bit of social activity either before or aft—will tell you next issue.

Sunday next—the 23rd—that walk. A bit long, not hilly, full of beauty and ozone. Nice eats—but you gotta pay. Meet at 19th Avenue and Sloat Boulevard at 11:15—that extra 15 is good measure: We are to start on time—no foolin'. No. 17 or No. 12 to the spot; K of the Municipal takes you within two blocks. Jolly walk, good company, relaxation around the festive board—birthday good wishes—what more can I offer?

July 9th—*The Taming of the Shrew* in the Greek Theatre, Berkeley.

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

The State Legislature—deciding matters which will vitally affect each of us for the next two years—taxing us, budgeting us, imposing rules upon us—composed of individuals, some of them honest, some of them wishing to be honest, some of them wise,—119 men and one woman sitting at desks, talking, dictating to stenographers, walking around, making speeches heard occasionally, frequently voting (one wonders sometimes how they know whether to say "aye" or "no," or which way to press the button).

By the time this issue is in your hands, the fifty-first session should have adjourned. Mr. Jefferson E. Peyser, member from the 27th Assembly District, is going to give us some of the highlights on legislation at our meeting Monday, the 24th. He will tell us what this session accomplished, how its acts affect us, and perhaps he may suggest to us some improvement of the Legislature. He asks you to come prepared with questions. If you could have been present for a day at a session of the Legislature, you would be interested, and so sure that its actions are of importance to you, that you would not miss hearing Mr. Peyser. Pretend you have been to a session and come at 7:45 P. M., the 24th. He will give you food for thought.

How much auto tax will you have to pay? How much sales tax will you have to pay? How much real estate tax will you have to pay? What effect will recent enactments have on your business, your profession, your job, or your income? These are some of the things you will hear about from Mr. Peyser.

L. STIVERS, Chairman.

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Tennyson could take a worthless sheet of paper, write a poem on it and make it worth \$65,000. That's genius.

A mechanic can take material worth \$5 and make it into a watch worth \$50. That's skill.

Maynard Dixon can take a 50c piece of canvas and paint a picture on it worth hundreds of dollars. That's art.

A merchant can take an article costing 75c and sell it for a dollar. That's business.

This editor can write a check for \$100,000 but it wouldn't be worth a cent. That's tough.—*From Inn Sides, an independent publication.*

ARE YOU LUCKY

The Ways and Means Committee has been trying to work out some plan of raising the necessary money to balance our yearly budget, touching your pocketbooks with the most pleasure and the least pain, and we feel we have a very attractive offer. The plan was suggested by Charlotte McClelland, to whom we offer our hearty thanks, and we believe it will prove one of the most successful we have ever tried.

We propose participation in a tour to Old Mexico—an all expenses paid, conducted trip of about nineteen days, by steamer to Acapulco, then by rail with stops at several places, including Mexico City, Puebla, and Guadalajara. The transportation on a United Fruit Company steamer will be first class and I have been told the service and meals are excellent. Hotel accommodations are at first-class hotels, including three meals a day; baggage will be cared for and the sightseeing will be by private automobile with guides.

We are going to sell participation tickets at one dollar, to begin July 1st, and the drawing will be held at our Dramatic Show, October 8. The one who is fortunate enough to draw the lucky ticket may take the trip during October, November, or December, which is the best time of the year to go; or she may save it for her vacation next year, and so will have plenty of time to get ready.

In order to make the money we want to, we must sell 2,000 tickets, so the club will have to consider themselves as members of our committee, each one to buy and sell as many tickets as she possibly can. These tickets will be easier to sell than some others as the plan is certain to appeal to many people, and we can sell them to our friends outside of the club.

Here is a chance of winning a trip to Old Mexico, your next vacation for One Dollar!

DRAMATIC NOTES

At our meeting of June 11, Mrs. Hackett offered us the key with which to unlock the treasure of Shakespeare—if we are willing to exert ourselves in an endeavor to fit that key into the lock. We are going to show our appreciation of this privilege by formulating a study group to go over the assignment given us at our next gathering on Tuesday, June 25.

This will be an IMPORTANT meeting, as we will also discuss plays to be given at the Dramatic Section's big event in the autumn. All those interested in helping swell the coffers of our most worthy function—the Remembering Fund—are urged to be present.

B. W.

"RADIO"

On June 25, Carolyn Weber, our new State President, will speak on the *Women's Institute of the Air* program over station KYA at 1 o'clock P. M. Her subject will be *The Fourteen Point Program* which was presented at the State Convention last month by the Los Angeles delegation. This program will be brought before the National Convention in Seattle next month.

Mrs. Jeannette McCurdy gave the third of a series of radio talks on contract bridge on the *Women's Institute of the Air* program over station KYA on June 14. Her first talk proved so popular that she has been asked to repeat. The last lecture was on slam bidding.

GENEVIEVE ALLEN, Radio Chairman.

CLUB NOTES

MARGERY SHAFFER

Mrs. W. B. Hamilton was one of the hostesses at a tea tendered to Mrs. Raymond Moyon, travel writer for the Women's City Club magazine. Mrs. Moyon is leaving on the liner *Normandie* for England, France, Italy, and the Dalmatian coast.

We are happy to welcome Lois Peckham back to San Francisco. Too hot in San Jose, we hear? So breezes off the Golden Gate beckoned.

Dr. Adah Ruth Taylor and a friend spent Sunday at Sonoma Mission Inn. Following a delicious chicken dinner, they strolled about the grounds and then after a drive around this section to view the gorgeous setting, these two young women started for home feeling much refreshed for their day in the country.

Dorothy Rankin left Thursday night for Chicago and New York to attend the Home Economics Convention at Chicago. Her stay in these two cities is confined to ten days, but she plans to take time out to visit our B. & P. W. Clubs at both places.

Mollie Gunn has left for her vacation, but where? Will tell you about her trip when she returns.

A delightful three weeks' trip is the anticipation of Lucille Caesar. Our "youngest" member is straying far from home, leaving June 29 for Chicago, New York, Washington, D. C., and New Orleans.

CLOTHES! *What to buy and how to buy* is of interest to women who are ever thoughtful of their sartorial smartness. Ida Rose Grebinar recently talked during the Variety Hour over KGGC on *What Women Should Choose When They Go Shopping*. This is often a perplexing problem, but in her busy shop Grebbie is ever ready to be of assistance.

Mrs. Genevieve Allen makes it a point to attend as many sessions of the State Legislature as possible. On one of her recent trips she went up by boat. On the way she was instrumental in saving the lives of two young men.

Their boat had capsized and they were about exhausted when Mrs. Allen saw them. Her "help! help!" brought a rescue crew, but by that time the boys had drifted down stream. Searchlights finally located them and a thrilling rescue followed.

Rose Bezek has returned from a trip to Southern California. She and her mother drove to Los Angeles and then on to the Fair. They also took in Mexico, and from vague reports we hear that Rose was quite impressed. We are waiting for further details.

Member friends of Miss Lillie Kuck celebrated her birthday at the Western Women's Club. The following week-end she returned the compliment with a barbecue picnic at Menlo Park Grove. Two good times were had by all.

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NEW MEMBERS

Within the last two months, seven new members have been added to our roster. We take great pleasure in welcoming them to our club and we hope that they may derive much pleasure from our varied activities.

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THURSDAY OPEN HOUSE

The quiet, easy-going, friendly atmosphere which pervades the club rooms at the Thursday Open House has an appeal for the members after the hustle and bustle of a busy day. Nobody is obliged to do anything—you stay or go or play or talk or don't, just as you please. Over in one corner, Zee Clements and Mary Crookston enjoyed an animated game of double solitaire. The davenporters discussed matters of importance from gingham gowns to transportation problems. At the bridge tables were remarkable distributions of cards with an unusual amount of slam bidding. The game of anagrams continues to be an attraction, and Sylvia, whose Eastern vacation trip has been postponed, had all her words taken away and was left nothing but "fibs." Minnie Korn came out for the first time since her illness and brought as a guest and prospective member, Mrs. Alice Fleet.

Compliments and thanks to Alice Jones, Lorraine Graves and Bertha Hancock for the delicious cakes accompanied by tea a la Allene, so efficiently served by Grebbie and her fine committee.

ELSIE MACLAREN.

JUNE ARRIVALS

Years ago—way "back east," in the month of June, arrived a vibrant, grey-eyed babe; the fairies sprayed the spirit of youth into her soul and ever and on through the years has youth dominated her heart; she may register what man terms years, but her soul belies the allegation. On Sunday last assembled some forty-odd women to give homage to this outstanding, this forceful and successful woman in life's contest—Frances Effinger Raymond. Atop the ridge, half way 'twixt Muir Woods and the mountain peak, stands the picturesque little estate of Elizabeth Adams; the site commands the Pacific Ocean and the densely wooded country on the one hand; the valley, the islands, the bay, the city, upon the other. In this splendor of nature all jollified with Frances. And Margaret Mary Morgan, dear one, held a seat of honor along with other June arrivals: Callie Bachich and Mary Mooney claiming the 8th; Ida Reed, the 10th; Carolyn Weber, the 12th; and Clara Saunders, the 13th. It was a niche in the memory of life—this day of honor to a woman, pioneer of woman's supremacy of the future.

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OUR CORRESPONDENCE CORNER

Nell Palmer's letter from Camp Curry, Yosemite, gives us the urge to travel. She says:

"Am having a glorious time here. The weather is just right and the falls are running full and are magnificent. It reminds me of the early nineteen hundreds when I first came into the Valley. There certainly is no place like it.

"We went to the Big Trees yesterday and were impressed as always. They say the grand old 'Grizzly Giant' is doomed as it is 70 feet out of plumb and must fall inevitably.

"Tomorrow we are going to Glacier Point for the night and will leave for home on Friday.

"Expect to see you at the club on Tuesday, June 17. Please save a front seat for me."

(By the time this copy reaches you, most of you will have seen "Our Nell" at the party.)

Virginia Marshall has had a very busy time since Easter. She writes:

"I did have a breathing spell during the Easter vacation, at which time I took the Dodge and a friend over to Boulder Dam, returning via Death Valley. We saw enough desert country to do me to my dying day. The dam was wonderful, but I just can't rave over Death Valley. However, we saw some wonderful desert flowers on the Mojave Desert; flowers that old timers said hadn't been seen before. In the evening and early morning the odor was very pungent, something like old-fashioned pinks."

From there she went to Hollywood in time to enjoy a program by Carrie Jacobs Bond for Mother's Day. Her next stop was Bakersfield, and then on to Oakland. Her address is now Hotel Coit, Oakland. On July 1 she is planning to drive to Portland.

A card from Ada Brace, Seattle, says: "Greetings to all the dear girls at the club."

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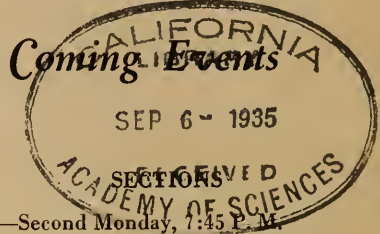
Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

JUNE 29, 1935

No. 26

Weekly Program



July 1—Civic Section, 7:30 P. M.

July 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

July 4—Holiday.
(No Choral Section,
No Open House.)

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

CIVIC SECTION

July 1, at 7:30, come up and talk over the ideas Mr. Peyser gave us—we have some of our own we want to spring—and let's just plan to reform the world in general and to get to Seattle by the 14th.

LOUISE STIVERS.

MAGAZINES AND BOOKS

This is a good time to clean out the racks and shelves for those who are aching for reading matter. If you have a large quantity of magazines and/or books, I will have them called for; if there is but a small supply, kindly leave them at the club rooms. Your co-operation will be appreciated.

ISABELLE E. BANZ.

R. C. A.

Sunday next, June 30, at Woodland Theatre, Hillsborough, opening concert of the season, Alfred Hertz conducting. We are always favored with a special location, the weather never disappoints; this is the day we relax—we sun—we are carried forth on music's charm. Bus fare, 45c round trip; 25c each way; admission 65c. For those inclined, we'll stay over and have tea, or dinner—sumfin! Looks like the bus leaves Pickwick Depot, Mission and Fifth, at 1:30. However, there is some little doubt, so better call me about it, Saturday a. m.

Tuesday, July 9th, a glorious treat—*The Taming of the Shrew*, with Peggy Wood as the Shrew. Greek Theatre, Berkeley. Price and directions next week.

GERTRUDE D. TUBBS, Recreation Chairman.

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DRAWING, OCTOBER 8TH, AT DRAMATIC SHOW

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THE 15-POINT PROGRAM

At the recent California Federation Convention the Los Angeles delegation presented, as a recommendation for resolution, a 15-point program to be brought before the National Biennial Convention in Seattle. It was endorsed by the California Federation.

A summary of the recommendations and a brief outline of the 15 points are all that we can give here. However, the complete text may be found on the bulletin board in the club rooms.

We believe that democracy is better suited to the United States than any other form of government yet devised. We believe that economic security for men and women is necessary for the survival of the social order. The present order must be perfected and adjusted to meet the need in changing conditions. We believe that the public must recognize the necessity of making business serve life by making it possible for each individual to develop to his greatest capacity and for each man and woman to secure an adequate standard of living. We are convinced that the development of sentiment on the part of the public and resulting positive action would assist in adapting our economic and social systems more adequately to modern life and therefore our belief in the following principles:

1. We deplore the curtailment of education and we stand for inclusion of educational projects in our national economic rehabilitation planning.

2. We believe in the elimination of child labor and we urge the completion of the constitutional amendment now before the states.

3. We support measures safeguarding the health and care of mothers and children.

4. We stand for a national plan of unemployment insurance, financed by the employer, the employee and the government, administered by the states with funds in the national treasury.

5. We ask for adequate provision for women as well as men.

6. We advocate the adoption of an old age pension plan.

7. We believe that government positions should be filled by thoroughly trained men and women, rather than by political preferment. Therefore, we recommend the establishment of training schools with California as the logical site for one such school.

8. We ask a more equitable administration of the present income tax laws.

9. We are opposed to aggressive war. We advocate the settlement of international differences by means of arbitration. We advocate that all munitions be owned and manufactured by the government.

10. We recommend that the clubs in the California Federation make plans for intelligent study and participation in public affairs.

11. We urge that an adequate business and professional department be included for the placement of business and professional women.

12. We recommend an educational publicity campaign which will present to the public the facts

concerning the psychological and economic necessity for many women to work outside the home.

13. We offer our services to other organized groups who believe as we do and we ask their co-operation with us.

14. We recommend that the president of the California Federation appoint a committee to achieve the aims of this recommendation.

15. We recommend the state resolutions committee have letters sent to the National Federation and to those governmental officials who are in a position to act upon these principles.

DELEGATES TO NATIONAL CONVENTION

In accordance with Article XIV of the By-Laws of the National Federation of Business and Professional Women's Clubs, Inc., heretofore published, an election for delegates to represent the Business and Professional Women's Club of San Francisco, Inc., at the National Biennial Convention to be held in Seattle on July 14-20, 1935, was held on June 18, 1935. The club will be represented at the said convention by the following:

DELEGATES ALTERNATES

Margaret Torreyson	Frances E. Raymond
Charlotte F. McClelland	Ida R. Grebinar
Ethel M. Johnstone	Frieda Korn

ADAH RUTH TAYLOR, Secretary.

PICNICKING IN PALO ALTO

Palo Alto invited us and fourteen accepted on Friday evening, June 21. It was a charming setting—trees, outdoor fireplaces, creek and a boat (which nearly caused an accident, but that's censored), barbecued food—do those P. A. girls know how to feed the tired B. M.! Charming hostesses, who made us feel at home from the first moment we arrived, and who had thoughtfully outlined an evening of enjoyment for everyone. Informal talks by Maud Empey, our past state president, Florence Stahl, our own Charlotte and other officers present put us in the spirit of the B. P. W. C. Fortunes promising us our hearts' desires, and a drive back in the starlight. Who could ask for more? We thank you, Palo Alto, for a very pleasant evening. L. S.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

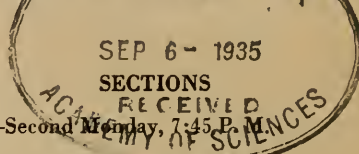
JULY 6, 1935

No. 27

Weekly Program



Coming Events



July 8—Book Section, 7:45 P. M.

July 9—Dramatic Section, 7:30 P. M.

July 11—Choral Section, 6:45 P. M.

July 11—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn
Anne Reidy
Elizabeth Mowder

Frieda Korn
Mollie Gunn
Edith Nelson

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

PLEASANT TRIP

Bon voyage and pleasant trip to those delegates and members who are leaving us for the National Convention in Seattle. We ask them to keep a record of their entire trip because we want to hear all about it when they return.

DRAMATIC NOTES

At our meeting of June 25 several plays were read, from which one was chosen for our BIG event in the fall.

Don't forget our Section's picnic on July 7 at Lake Pillaritos.

Our meeting of July 9 will be under the direction of Mrs. Eva Smith Hackett.

BETTY WALTON, Secretary.

R. C. A.

The Taming of the Shrew with Peggy Wood (Portia with George Arliss), Peggy Converse (heroine of *The Drunkard*) and Rollo Peters (Romeo with Jane Cowl) in the leads, at the Greek Theatre, Tuesday night, July 9th. 5:40 Key Route boat, 42c. Dinner at Hotel Durant, 75c. Admission: unreserved, 50c. Those wishing may eliminate the eats and take later boat.

Three Men on a Horse are galloping this way and the nag will reach here by the eighth. Isn't that a conflict! Two shows too close. So—we will see this race-track comedy on Friday night—the 12th—Geary Theatre, price 55c.

Picnic—either the 14th or 21st.

GERTRUDE D. TUBBS, Recreation Chairman.

RADIO

Tuesday, July 9, Judge Theresa Meikle will speak over radio station KYA during the *Women's Institute of the Air* program at 1 p. m. Her subject will be *The Municipal Court*.

GENEVIEVE ALLEN, Radio Chairman.

FAREWELL AND WELCOME

We are all interested in surprises. Sometimes they make us happy, sometimes they leave us perplexed and sometimes they have both effects. This is the state in which the staff of the BUSINESS WOMAN found itself when Florence Hogan asked to be relieved of her duties as advertising manager. Of course we rejoice with her and congratulate her. We are happy to release her for such a worthy cause.

Our new advertising manager is one of our newer members, Lee Seares. She comes to us with enthusiasm and we receive her with equal enthusiasm.

At a staff meeting last Monday we bade farewell to Florence and welcomed Lee.

BOOK SECTION

Our next meeting will be on Monday, July 8, at 7:45. Edith Lovell, one of our new members, will review James Norman Hall's *Tale of a Shipwreck*. This book is autobiographical in character and is well done. Minnie Korn will review the much discussed Millis book *The Road to War*. If you enjoy reading or enjoy hearing others discuss books, come to one of our book section meetings. We are sure you'll enjoy a pleasant evening.

POLLY R. HATCH, Chairman.

JUL 15 1935

The Business Woman

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San Francisco

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BUSINESS WOMAN

Editor.....Enaid C. Jones

2390 Fifteenth Avenue

Associate Editor.....Anne P. Attridge

Contributing Editor.....Nancy Foster

Club Reporter.....Margery Shaffer

Accounting.....Mollie Gunn

Advertising.....Lee Seares

OFFICERS

President.....Margaret Torreyson

First Vice-President.....Marion Morris

Second Vice-President.....Nell C. Boardman

Recording Secretary.....Dr. Adah Ruth Taylor

Treasurer.....Amanda T. Heuermann

Auditor.....Ethel M. Johnstone

Honorary President, Lillian Palmer

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Membership.....Hazel Jacoby

Program.....Gertrude D. Tubbs

Reception.....Edith C. Floyd

Publicity.....Vivian Yarbrough

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Book.....Polly R. Hatch

Choral.....Ida Rose Grebinar

Civic.....Louise Stivers

Dinner Hostess.....Maude E. McLaughlin

Dramatic.....Josephine Rudasill

Finance.....Alice B. Kennedy

Historian.....Mary F. Mooney

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Radio.....Genevieve Allen

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Remembering.....Ida M. Reed

Research.....Dr. Phillis Bourne

Sunshine.....Matilda J. Schimpf

Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ADVERTISING NOTES

Summer vacations call for summer bonnets. Zobel's will be delighted to show you their large assortment. You'll just have to try them once to be convinced that they have what you want.

PROGRAM

While the gadders stray from the home fires, plenty of us are left to carry on and enjoy the Program Dinner on the 16th.

Our Choral sings those ever enjoyable songs, heard at the convention—and say—they can sing!

Our Eva Smith Hackett—she has never been on our program before—she will deliver the goods—and she can!

Our Judge Meikle—full of wit and humor and experiences—and she can tell 'em!

You are due for an evening of versatility and talent of the Home Club.

GERTRUDE D. TUBBS, Program Chairman.

WE'RE OFF!

Let me introduce our committee in charge of the selling of tickets for the trip to Old Mexico:

Chairman, Ida Lord; treasurer, Minnie Dumas; captains: Isabelle Banz, Mary Baker, Callie Bachich, Rose Bezek, Nell Boardman, Bertha Dale, Amanda Heuermann, Ethel Johnstone, Frieda Korn, Marion Morris.

Get set on the mark—one, two, three, GO!

NELL BOARDMAN.

CALLING CARDS

It has been brought to our attention that many of the members patronize our advertisers but do not find the opportunity to mention the fact. These merchants are of the opinion that they do not get returns from their advertising. We now have some cards about the size of personal calling cards with the wording: "The BUSINESS WOMAN Brought Me Here." These cards can be left at the desk when paying the bill.

Won't you take a few from the desk in the club rooms and use them? You will be doing a service to the advertiser and the BUSINESS WOMAN.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Arrangements have been made with the Civil Service Commission in Sacramento, through Mrs. Genevieve Allen, that notice of vacancies in state positions and date of Civil Service examinations for such positions be sent to our club rooms. The BUSINESS WOMAN will publish the titles of these positions as frequently as the club receives them. For further information please consult the bulletin board in the club rooms.

Positions vacant:

Junior File Clerk, Intermediate File Clerk, Senior File Clerk; salaries ranging from \$70 to \$120.

Junior Clerk, Intermediate Clerk, Senior Clerk; salaries, \$70-\$140.

Hospital Attendant, salary \$50 and maintenance.

Assistant Attorney, Division of Water Resources, salary \$260.

Information Clerk, Division of Natural Resources, salary \$140.

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CLUB NOTES

MARGERY SHAFFER

Nancy Foster and her mother will sail on the *H. F. Alexander* this Saturday, to spend two weeks browsing in and around Los Angeles.

A few lines written by Florence Steiler proves that she is getting along nicely following a major operation performed a week ago at St. Luke's Hospital.

Our ever faithful executive secretary, Irma M. Burlingame, left for her vacation this week and will spend it at her home in Los Gatos. Anne Attridge and Margery Shaffer will substitute for her.

Another member, Leola Good, has chosen Yosemite for her vacation to enjoy a rest amid this delightful scenery.

It is a pleasure to report that our beloved Dr. Harriet Ward, who returned from the hospital a little over a week ago, is able to be up and about again. She hopes soon to be back with us in our activities.

Last Saturday Susie Hicks left for Los Angeles to start a most interesting vacation. By automobile she will drive way up to the state of Maine. During her two months' trip she will visit Chicago, Boston, New York and smaller places of interest. On her home-stretch she includes a few days at Yellowstone Park and the Grand Canyon.

Ida Rose Grebinar spent the week-end at her cabin in Larkspur, where she entertained friends. Marvelous Marin is in all its beauty now, clothed in its coat of many colors. Every garden is one mass of flowers.

In the issue of June 22 it was reported that Mollie Gunn had left for her vacation, but where? Well, she has just returned from a delightful holiday at the Feather River Inn and also a few days at Carmel. Upon her return she became a "commuter." Her address for the summer is 454 Ellita Avenue, Oakland.

Thelma M. McGuire is now living at the Hotel Franciscan, 350 Geary Street, telephone DOuglas 2200. Kindly change your roster accordingly.

Dr. Adah Ruth Taylor enjoyed a few days' holiday this week.

Frances Effinger Raymond will leave San Francisco in time to spend a few days at Salt Lake City before going on to attend the convention at Seattle. Following the convention Mrs. Raymond will spend two weeks in that section combining business with pleasure.

The *Whip and Spur Club* held a moonlight ride and barbecue last Friday night at the Menlo Circus Club, Menlo. Frieda Korn, who is one of their enthusiastic members, reports a most delightful evening.

Terese Forman just returned from her vacation at San Diego. While there she met Daisy Denis, who also was visiting the exposition as part of her itinerary. Amusing, at the same time rather embarrassing, was the "calling down" these two

women took, amid a group of spectators, from one of the midgets. He offered to escort Terese and Daisy through the Midget Village and because they refused his attentions he proceeded to give them a tongue-lashing. Terese did not repeat what he said, but she did say "Little, but oh, my!"

Elizabeth Adams has just returned from her vacation spent at her beautiful bungalow near Muir Woods. Her view from this spot commands the Pacific Ocean, the bay, the grandeur of the Sequoias and in the distance the cities of San Francisco and Oakland. A perfect setting for complete relaxation.

Our delegates and alternates to the National Convention at Seattle have selected diverse means of travel, viz: by boat, by train, by automobile and by aeroplane. Have not heard of anyone hitch-hiking as yet, have you?

Charlotte F. McClelland will leave July 10 and drive up the Redwood Highway and Oregon coast to Astoria, arriving in Seattle the night of the thirteenth. After the convention she will visit the British Columbia Club at Victoria. From there by boat to Vancouver, by train to Field, then motor bus to Emerald Lake and Lake Louise, where she will spend two or three days, then on to Lake Moraine and Banff for a short visit before returning by train to Seattle. Here she will pick up her car which she will have left there and motor to Mt. Rainier and the beautiful Loop of the Columbia Highway, from there to Crater Lake, Oregon Caves, tarrying all the way. About a month's time will be consumed in this manner before Charlotte starts back the Redwood Highway for home.

Daisy Denis has returned from her visit to San Diego, the Exposition and then to Murieta Springs. Her vacation has done her a world of good and she is now ready for the work ahead of her.

Mrs. A. F. Cosgrove, past grand regent of the Catholic Daughters of America is one of the leaders to head a delegation to their supreme international biennial convention at Seattle, July 1 to 7. Mrs. Cosgrove is very active in this work, entertaining various groups at her home from time to time.

Sunday, June 23rd, Gertrude's R. C. A. group had a delightful afternoon at Lakeside Country Club. It was the birthday of Ethel Marshall so there was a birthday party; cake, candles and everything. The afternoon was spent on the porch overlooking the hills, and discussion (not gossip) was the order of the day. Our honorary president went under discussion and not one fault-finding criticism could be heard.

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TRAFFIC CLUB INVITATION

The Women's Traffic Club of San Francisco invites us to the luncheon and bridge to be given at the clubhouse, 1511 Gough Street, Saturday, July 6, at 1:30 p. m. Tickets are 75c. Please make reservations with Nan Lawrence, DOuglas 1760.

JUNE SCROLL

June—month of flowers, of fruits, of sunshine, of long days, of vacations—and of brides!

Girls born this month are within the signs of Gemini and of Cancer (whatever those are); have warm hearts and hold long friendships; hate medicines (ugh—pills and paregoric); require full measure of sleep (eight hours plus) and a large dose of the great outdoors. Happy, gay and cheerful are these June-ers! Their flower, the rose; their jewel, the pearl.

Many illustrious came forth in June: Kingsley, Payne, Ben Jonson, Harriet Beecher Stowe, Confucius, Rousseau, Rubens, Helen Keller, Elbert Hubbard, Empress Josephine, and on and on. They fade into shadows compared to our own: Enaid, our editor; Nettie Smith, a great scout; Cornelia Farrell, a founder; Ida Reed, a leader; Laura Clough, a great gal; Merle Curington, a fine musician; Phoebe Wramp, head card-player; Ethel Marshall, a good-fellow; Jean Kerrison, a loyal club-ber; and then come the twins: Madelon Saxon and Elsie Maclaren; Daisy Denis and Clara Saunders; Ethel Pyrro and Carolyn Weber; Lillie Anderson and Nell Boardman. Lastly, the triplets: Caroline Bachich, Mary Mooney and Frances Raymond! Bigger and better birthdays always! ALLAH!

HAVE YOU A PROSPECT?

Why not surprise our membership chairman, Hazel Jacoby, when she returns from her vacation by presenting her with some new club members? Please communicate names of prospective members to one of the membership committee, Lola Stillman, Elizabeth Dutot, Emma Gries, or Phoebe Wramp.

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JUNE BIRTHDAYS

Bridge was at a disadvantage at the birthday party Thursday night, as conversation and gaiety held full sway, and only a few brave souls even attempted a game. And some of those weakened and turned to anagrams later in the evening.

So many notables had birthdays in June that it is impossible to list them all here, but the Choral reminded us in no uncertain way that their honorary chairman had had one by singing us some fine numbers in honor of Frances Raymond.

We had other cause to be reminded of her birthday, too, when those delicious sandwiches went around. How we did eat and eat!

Nineteen were seated at the birthday table including one man and Gertrude. (She has a birthday every month.) There were three men present during the evening. We are getting popular.

We all wonder how Gertrude Tubbs finds the time and the ingenuity to devise the ways of entertaining us that she does, and everyone enjoyed the scroll she read, setting forth the June birthdays, which included quadruplets and several sets of twins. June was a prolific month for our club.

Jessie McKinney added much merriment with the "Jack Horner" cake, which contained gifts for all the Juners. We didn't know that Gertrude was "blessed eventing," but the baby was cute.

Not only birthdays, but distinguished guests were the order of the day. Mary C. Ryley had as her guests Mrs. Frederick L. Wakehan and Miss Hattie Rothschild, both of whom are members of The Forum and the Society for Political Study in New York and active in the New York Federation of Women's Clubs.

The Thursday nights are growing in popularity each week and we are grateful to our chairman and her committee for the good times they bring to us.

N. J. F.

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Tea

Dinner, 5 to 7:30 P. M.

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Weekly Program



July 16—Dinner, 6:15 P. M.
Western Women's Building.
Home Talent Night.

July 18—Choral Section, 6:45 P. M.

July 18—Thursday Open House, 8 P. M.
Hostesses

Josephine Rudasill
Allene Schuerbrock

Anne Attridge
Florence Capella
Ingeborg Fern

Minnie Korn
Pearl Parr
Constance Hendrickson

Book—Second Monday, 7:30 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PRespect 8347

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

In last week's issue we announced that notice of civil service examinations would be sent to the club rooms and that THE BUSINESS WOMAN would publish the titles of such positions. For further information please consult the bulletin board in the club rooms.

Position vacant:

Reader for the Blind. Salary \$15 per month (part time). Examination July 20, 1935.

RADIO

Another interesting radio broadcast will be heard on the Women's Institute of the Air program July 19th at 1:00 P. M. over station KYA. The speaker will be Mrs. Helen Benioff and her subject will be *Romancing in Furs*.

We urge all who can to listen in to these broadcasts by our members. Each week the BUSINESS WOMAN will announce the programs.

GENEVIEVE ALLEN, Radio Chairman.

MEMBERS' TALENT PROGRAM

TUESDAY NIGHT, JULY 16TH, 6:15 P. M.

Music—by our Choral

Drama—by our Eva Smith Hackett

Life—by our Judge Theresa Meikle

Ditties, Contacts, Eats, Diversions!

Added Feature: NINON of the Chronicle will tell us about Mexico—she has just returned.

Presiding: Marion Morris, First Vice.

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The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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Single copies......05

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BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue
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Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Advertising.....Lee Seares

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Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ROSTERS!

Yes, they're ready, with all the new names and telephone numbers, so carefully compiled by Frieda Korn. And please don't forget the advertisers in the back, through whose cooperation the rosters are coming to you.

If you wish your copy at once, it may be obtained in the club rooms on payment of twenty-five cents. If you can wait, it will be mailed to you with the September bill.

LEGISLATION

A very interesting discourse was brought to us on Tuesday evening during the business meeting by Mrs. Genevieve Allen regarding House Bill No. 182, progress of which we have been watching. This bill affected the eight-hour law for women and it was opposed as discriminatory, since it would limit the working hours of not only clerks and stenographers, but women executives as well.

This bill did not reach the floor of the Legislature, but remained in committee, as did also the bill affecting married women in government jobs, especially civil service jobs.

Another matter which Mrs. Allen discussed was that of the recent civil service examination for secretary to the Park Commissioner, which post was formerly held by a woman. The call for the examination specified that only men would be eligible.

She reported having met Miss Nova J. Beal, Principal Personnel Examiner of the State Personnel Board, with whom she had a most interesting and helpful interview, which resulted in our club being placed on the mailing list for notices of all future civil service examinations and it will be our own fault in the future if anything is put over on us in the way of discrimination in civil service examinations.

Mrs. Allen's talk was very enlightening, and we all appreciated the great amount of work which she has done to gather this information.

N. J. F.

R. C. A.

Day of days! Sunday at Woodland Theatre—a yearly event eagerly anticipated. Conductor Alfred Hertz offered us music within our digestion—not a note “over our heads.” Via taxis to Ada's Tavern to partake of a meal which cast restriction to the morrow. A day of peace, plenty and pleasure.

'Tiz sed, Robin Hood is to be produced at Woodland Theatre in the middle of August; say—we'll be a-goin'.

Pic-nic! Via boat we cast anchor for the soil of the gods—Angel Island. There we'll investigate, we'll walk, we'll squat, we'll play! Can bring your own lunch or buy it for 35c. Fare, NIL—we are invited, but limited. If interested better grasp that 'phone at once, dial DOuglas 2945. Time to start will be very early—details next issue.

GERTRUDE D. TUBBS, Recreation Chairman.

INVITATIONS TO VISITORS

Margaret Torreyson and Frieda Korn, with the cooperation of the Chamber of Commerce, sent attractive invitations to the presidents of the Business and Professional Women's Clubs throughout the country inviting them and their delegates to stop over in San Francisco en route home from the convention. These invitations titled *I Like San Francisco* are taken from an article published in the *Chronicle* in June.

We of the San Francisco Club will be very happy to welcome these visitors to our club.

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CLUB NOTES

MARGERY SHAFFER

Miss Doris Fox, recording secretary, of the B. & P. W. Club at Victoria, British Columbia, visited our club rooms this week. She says their group of 42 members is anticipating at least a thousand of the finest women in the country in attendance at the banquet they will give at the Empress Hotel, Victoria, following the convention in Seattle.

Alice Kennedy's sister who lives in Portland was in San Francisco for a couple of days and they had a great talk-fest. Upon leaving for a short visit in Yosemite she promised to stop off here before starting for home.

We have a note from Madelon de Roche Saxon as follows: "Please change my address from 342 24th Avenue, San Francisco, to 355 La Verne Avenue, Mill Valley. My postoffice address is Route 1, Box 355." Best wishes follow you, Madelon, from all the girls.

What is the name please? Nan Lawrence is some sleuth. Innocently enough, last Wednesday week Nan telephoned Hazel Jacoby's home. Hazel's son answered the call and in answer to Nan's inquiry, replied:

"Mother was married today and they left a few minutes ago for Seattle and the Northwest."

Hazel is now Mrs. Ralph Oppenheimer. She was married from her home Wednesday afternoon at 4 o'clock. She will be home about the first of August.

We extend congratulations and heartiest wishes to both of you.

Lost! Amanda Heuermann. Whistling along in her happy way, she left this week for her vacation.

Feeling reasonably sure firework displays would take place on Twin Peaks the evening of July 4th, Rose Bezek and Thelma McGuire drove up "for to see." Alas! they were disappointed. However, these two young women were not to be outdone, so down they drove to buy their own supply, and in front of Rose's house they amused themselves and the neighbors until a late hour.

Elizabeth Dutot is driving her new Pontiac de Luxe to Seattle. She will be a guest at the Olympic Hotel and while in the Northwest anticipates many pleasant trips to places of interest.

Effie Gillespie has a summer home at Lansdale, Marin County, and decided to spend the 4th by inviting Anne, Florence and Nell Attridge, Enaid Jones and her mother, and Edith Floyd to enjoy the day with her.

Enaid, in her versatile maner, made a delicious Neapolitan loaf. After coating it with cream cheese she worked out an American flag across the top, she was not stumped when it came to making the stars as whole cloves completed the scheme.

Effie's big enclosed porch proved a haven of rest to these young women following their sumptuous repast.

The latest report from the home of Dr. Harriet Ward is that she is gaining slowly but consistently.

Florence Stieler left St. Luke's Hospital last Monday and says she is getting along splendidly and after a few days' rest will be able to resume her work.

PRIZE SONG

At the State Convention we learned that our Lydia Floan had won the prize for a song of original words to a popular tune. Somehow, the song was most elusive; we had never heard it! Now we have it and here it is. The tune is *Isle of Capri*.

We've found the way to Seattle's convention,

We Californians singing our song,

To greet the rest of our grand Federation,

And boost Washington's members along.

Our Golden State with its large delegation

Is full of pep for whatever you say

But don't you see we adore recreation

While we live by your Northwestern bay.

With six thousand active members

California's parade

Loves to sing about her wonders

If you can stand our serenade.

There's a reason we came to convention

We Californians singing our song

To tell the rest of our great Federation

We are happy and thrilled to belong.

OUR CORRESPONDENCE CORNER

Matilda Schimpf is in receipt of two letters from two members who are recuperating from illnesses, Dr. Harriet Ward and Mrs. Florence E. Stieler. Both are progressing nicely.

Dr. Ward says, "I look forward to meeting with the club again within the next two months."

Mrs. Stieler says, "I seem to be making a record recovery and although a major operation there was just nothing to it. With best wishes to all."

A letter from Leola Good tells of a very pleasant vacation. She says, "Mother and I had a few days' holiday in Yosemite. We left here on Thursday evening, June 20th, returning Tuesday, June 26th."

"We met Mrs. Susan McGill and spent considerable time with her. She can be reached at Col. C. G. Thompson's home (Telephone 80) and she will be glad to see any of the girls who might go into Yosemite."

"Also met Mrs. Henri Napier Carmer who has established her camp No. 14, Sec. 13A, just across the meadow from Camp Curry. We three had a good old talk fest. It is always so nice to meet our club members when one is away from home."

"The valley is particularly nice this year as the falls are better than they have been for 27 years."

"We had a most enjoyable trip and really a good rest as I did no hiking. We drove up to Glacier Point one day, but otherwise Susan, mother and I just loafed around the valley. Best wishes."

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NO BRANCH STORES

ON TO SEATTLE

Margaret Torreyson left for Seattle Tuesday, July 9th, on the *Emma Alexander*. After the convention she is going on to Banff and Lake Louise.

Ethel Johnstone headed the delegation by leaving on Wednesday, July 3rd, by automobile. She and her party will tour the Northwest, arriving in Seattle in time for the opening session.

Charlotte McClelland's interesting itinerary was published last week. She left Wednesday, July 10, by automobile with her brother for a vacation in the north before attending the convention.

Frieda Korn left by plane Saturday, July 6, to spend a few days with her family in Portland before going to Seattle.

Frances Raymond left Friday, July 5th. She will go first to Salt Lake City on business before going on to Seattle.

Louise Stivers drove her machine to the convention. She left Friday, July 5th, accompanied by Margaret Gillis. They will visit with relatives along the way.

Margaret Lewis, Lillie Kuck, and Gladys Smith left by train Friday, July 12th. At Portland their train will hook up with the special Presidents' train. They plan to attend the luncheon in Victoria for the B. & P. W. C. From there they will go to Banff and Lake Louise, returning to San Francisco by the 29th.

Grebbie tells us that due to unforeseen circumstances she will not be able to attend the convention.

Mary Baer left last week via bus for Crater Lake for two days, then joining the caravan at Roseberg for the dinner with the B. & P. Clubs. On to the convention and attending the luncheon at the Empress Hotel and up to Mount Rainier with the caravan. Then home by Bend, Ore.

WOMEN IN OCCUPATIONS

The following article of interest appeared in the July number of the *Business Women's Herald*, the official publication of the Oakland club.

"According to the last Federal census there are exactly 572 occupations in this country, that is, legitimate ways of making an honest living. Of the 572 there are only 35 in which women are not engaged."

The War Cry.

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THE TRAFFIC CLUB

The Club House was the scene of a gay gathering of the Women's Traffic Club on Saturday, July 6th. Sixty members and guests were present. Nine members of our club enjoyed the hospitality of the day including our Nan Lawrence who was never more charming than in the role of president of the Traffic Club. After lunch the tables were cleared for bridge. Each table received a prize. During the game hand-made doily sets were raffled and they were won by one of their members.

Congratulations, Nan, on a very successful party.

SUMMER FIELDS

By VIOLET ALLEYN STORY

How can men make a field a battle place?
This is the question still unanswered when,
Each year, I come to these familiar fields,
And Summer is upon them once again!

This is the question breeze-swayed grasses ask,
And myriad wild flowers fragrant in the sun,
Bees, butterflies, and meadow larks, day-long;
Fireflies and crickets, when the day is done!

Fields are such friendly places, so replete
With life that grows in wisdom and in grace!
Fields tell so constantly God's living love!
How can men make a field a battle place?

(The above poem was submitted to us by Jean Kerrison and we find it most appropriate at this time.)

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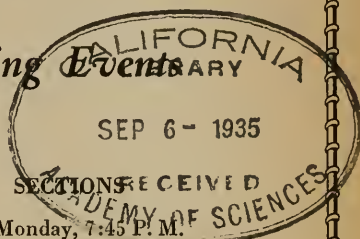
JULY 20, 1935

No. 29

Weekly Program



Coming Events



July 23—Special luncheon, 12:30 P. M.
Western Women's Building, 75c.
To greet convention visitors.

July 23—Dramatic Section, 7:30 P. M.

July 25—Choral Section, 6:45 P. M.

July 25—Thursday Open House, 8 P. M.
July Birthday Party.

Hostesses

Elsie Maclaren

Allene Schuerbrock

Emma Gries
Helen Mielke
Lillie Anderson

Florence Hogan
Louise Mackay
Dorothy Ralston

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make luncheon reservations early at Club Rooms, PProspect 8347.

CIVIC SECTION

Meeting July 29, 1935

Monday 7:30 P. M.

On the fifth Monday of July the Civic Section is to have as a guest speaker, Mr. Edmund G. Brown, young San Francisco attorney, who will talk to us about the "New Order of Cincinnati," recently organized in San Francisco.

This is a non-partisan movement patterned after but not affiliated with Cincinnati reform groups of other cities, the organization has a board of directors of forty-five—twelve each from the Young Democrats, Junior Republicans, New Guard and nine others at large. Mr. Edmund G. Brown, of the New Guard has been elected president.

Do remember the date and be on hand—this is an important meeting—we hope to have a full house.

CHORAL NOTES

Members' Talent Night was the last appearance of the Choral until the Annual Show early in October. Grebbie is asking all Choralers to make a special effort to attend the meetings faithfully from now on. If each Choraler will do her part now, extra rehearsals will not be necessary later on. Rudy has selected the songs to be sung by the Choral and Madame Mackay is assigning the parts. There will be lots of fun and excitement along with some hard, serious study, and there is the pleasure of working together to accomplish something for the club.

If you'd enjoy singing with the Choral in the show, don't feel a bit bashful about coming to the next meeting. For the next week or two, new members will be welcome.

ELSIE MACLAREN.

SAVE THE DATE!

On Tuesday, July 23, those returning from the Convention by way of California will arrive in San Francisco, en route south. YOUR help is needed to assist in entertaining our visitors, who will be here for one day only. Tentative plans have already been made for a sight-seeing trip in the morning, followed by a special luncheon.

Our guests are expected to arrive at the Ferry at 9:05 Tuesday morning, and will embark from there on a two-hour motor caravan trip of the city, under the direction of Leola Good. Cars are badly needed. If you can furnish your car, or if you have a kind friend or a friendly boss who will do so, please notify Mrs. Good. This is a delightful trip, and you will enjoy showing the beauties of San Francisco to our eastern friends.

A luncheon is scheduled for 12:30 o'clock sharp, and we hope that everyone who can possibly do so will plan to attend. Please phone Mrs. Burlingame promptly to make reservations. Most of us can be away from our offices for at least an hour or so, to say hello to the travellers and perhaps hear some first-hand news of the Convention. Many outstanding women are among those coming, and it will be a privilege to make their acquaintance and to do our share to make their impressions of San Francisco happy ones. Following the luncheon, the travellers will be left to their own devices for rest or recreation during the remainder of the day.

The committee in charge needs the assistance of all those who can be of help on Tuesday. Can we count on YOU? If so, please communicate with Leola Good, caravan chairman, Maude McLaughlin, luncheon hostess, Marion Morris, or Mrs. Burlingame.

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

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R. C. A.

To another world we wandered Tuesday last. At the Greek Theatre Petruchio tamed Katharina, the shrew—rough ones they, both of them, yet human and enjoyable. However, the atmosphere of the night is the indelible picture: In this darkened temple (twixt scenes) the moon gently covered the audience of some five thousand; stately eucalypti stood guard; city lights beckoned through the openings; the stars winked approval—ah! The ecstacy of imagination! Our group was small, appreciative and congenial—the event was a delight!

Woe is me—my hoped-for flight to Angel Island just flopped! The government wants us not—so that's that! Back to my pick-nick! Sunday, July 28th—we hie to Phoenix Lake—little over a mile out of Ross. Pretty gardens, homes and sunshine! 9:45 Boat—Sausalito. More mention next week.

Still watching for that promised *Robin Hood* at Woodland Theatre—August 17th. Soon as I have definite details—I'll be telling you!

GERTRUDE D. TUBBS, Recreation Chairman.

VISITORS IN OUR MIDST

During the past week we have had the pleasure of welcoming several out-of-town Business and Professional Women.

Mrs. Gretchen Hensel Coffey of the Riverside Business and Professional Women's Club is visiting in the city and she dropped in to say hello. She expects to move up here after 30 years' residence in the south. She hopes to affiliate with our club.

Elizabeth Fitzgerald of the Everett, Wash., Business and Professional Women's Club and Margaret E. Moran of the Sacramento Club called at our club rooms this week. They expect to be in the city for the summer and will visit our various sections.

Miss Blanche Brook of the Aberdeen, Wash., club and Mrs. Josephson of the Berkeley club were guests at the Open House reception Thursday night.

ADVERTISING NOTES

This week we advertise three types of homes for the business woman.

First there is hotel life. The Whitecomb Hotel offers every convenience with moderate expense to the busy business girl.

Visitors from the convention who are planning to stay with us a while cannot go wrong if they will make the Whitecomb their headquarters.

Then there is the Manor House. An ideal boarding home with a homelike atmosphere.

For those who like to keep house on a small scale Mrs. Shelton offers attractive apartments.

If you like home cooking and a homey atmosphere drop in at the Tick-Tock. One visit calls for another.

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\$3.00 (2 persons)

GARAGE UNDER SAME ROOF

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CLUB NOTES

MARGERY SHAFFER

Miss Grace Kern of the Coreoran, California, club visited the club room this week. The Coreoran club, numbering thirty, are very active. They affiliated with the National Association a year ago and are proud to report that three of their members attended our State Convention in May and that four are going up to the biennial at Seattle.

Margaret Bell's new address is 3065 Clay Street. Please change your roster accordingly.

Ida Reed was vacationing at Echo Lake from June 29th to July 15th.

Lee Seares, our advertising manager on the BUSINESS WOMAN, is spending her vacation with her family at La Honda. Upon her return she will be all ready to take care of the work ahead of her.

Ethel Maxwell is enjoying her vacation in Napa county. Feeling that her mother could be left in the care of good hands, she slipped out of town last Monday for a two weeks' much earned rest.

It is with regret that we learned of Lena O'Connor's accident. She had the misfortune to break her arm, right at the wrist. Her doctor has it in a cast and it will be several weeks before she will have use of it.

Over the Fourth Elizabeth Mowder and her sister drove to Watsonville to visit their nephew. One of the events of the day was a parade in which various groups presented gorgeous floats. As they were passing, one by one, Elizabeth selected the one she thought the prettiest, and to her delight it proved to be the B. & P. W. display. It was the form of a crane, made of white paper, with three young women one dressed in white, another in blue and the other in red, sitting in a swing where ordinarily would hang the swing-shovel. Toward the back from the crane-neck, red, white and blue streamers were flowing and were held by still another young woman. Across the back of the float was our motto.

Sara Rosenberg is leaving Saturday by train for the Feather River section, where she will join her brother and family, driving back with them after a week's roaming through trails, and by-ways.

Our busy publicity chairman, Vivian Yarbrough, with her mother, left Saturday for her vacation, driving south to visit her brother and family at Orange City. She will also visit Yosemite, Owen's Valley, Los Angeles, San Diego and Caliente, then start for home. After inhaling a few deep breaths of San Francisco ozone, she will continue up the Redwood Highway to visit another brother living a little east of Eureka, passing through Redding, Red Bluff and other beautiful towns in that section.

We are sorry to hear that Margaret Bell's brother is in the hospital and trust he is much improved at this writing.

The convention of the State Bar Association meets in San Francisco next September and Miss Margaret Torreyson and Miss Henriette Steinegger are the women members of the arrangement committee.

Margaret Torreyson left July 9th on the *S. S. Emma Alexander* arriving in Seattle at the Olympic Hotel July 13th, at 9 A. M. She leaves on the 22nd for Victoria, Vancouver and Banff. After a few days at the Banff Springs Hotel she will take up her reservation at the beautiful Chateau Lake Louise, where she will remain until it is time to start for Victoria to board the *Emma Alexander* for her homeward journey. Arriving in San Francisco July 30th, she will then resume her usual busy life.

Hazel Jacoby Oppenheimer (Mrs. Ralph) is spending part of her honeymoon at the Eureka Inn, Eureka, California, and expects to return to the city about August 1st.

Constance Hendrickson has been at home for a much needed rest and has left for a two weeks' vacation in the northern part of the state.

Shirley Radke is away on her vacation. When she returns I will tell you more about it as she always has something of interest to report on her return.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Positions vacant:

Investigator, Division of Registration.

Junior and Senior Non-resident Registration Clerk.

(Examination August 3rd.)

Student Interne. Examination August 10th. Salary, \$25 per month and maintenance.

Titles of position vacant will be published weekly in the BUSINESS WOMAN. For further information please consult the bulletin board in the club rooms.

ANOTHER THURSDAY NIGHTER

Although many of our members are away on vacations or in attendance at the National Convention, we enjoyed a happy group of about thirty. This made a plentiful number to help Jack Long celebrate his birthday. When the coffee and delicious warm coffee cake were served, our hostess presented Jack with a snail decorated with lighted candles bringing birthday greetings from the girls for many more years to come. For dessert, plates of layer cake, the gift of Elizabeth Mowder, were passed.

We were very happy to welcome Miss Blanche Brook of the Aberdeen, Wash., club and Mrs. Josephson of the Berkeley club who were greatly interested in our activities.

M. S.

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DRAMATIC SECTION PICNIC

Sunday, Josephine Rudasill headed a caravan down the Peninsular Highway—over the mountain top—coast range—into the most delightful spot imaginable, Lake Pilearitos, the site of one of the several Hetch Hetchy dams, property of the Spring Valley Water Company.

The weather was perfect, likewise the surroundings. And the way the food disappeared! Well, calories got completely out of hand—no control at all—temptation was just too much. While the rest of us “stuffed” ourselves Marion Morris dined on a fresh tomato. Gertrude Tubbsie came to the picnic (unless my eyes deceived me) wearing snow togs, gloves and all; she declined delicacies from all quarters, hand incased in gloves she just *had* to keep her fingers out of the pie, even so, Gertrude won the “Ticket to Old Mexico” from the gals she played bridge with during the afternoon. Maybe the gloves took the tricks!

Among the distinguished guests was a botanist and naturalist who had to stop at every rock and plant to examine its roots. Signs along the path suggested that guests help themselves to fern, fish et cetera—you know, the usual signs—this disturbed the botanist, almost ruined her day, to think that even a wee little fern might be removed from its natural setting.

There were acrobats who walked over three *beautiful* ladies lying side by side on a flume. And you should have seen Madam Wiskerandos, with her pitchfork, after Bertha, Anita, Ingeborg, Nell, Edith and Helen. Watch for an early showing of the film of this wild episode.

Rose Bezek, very sweetly, sang Lydia's prize song, as well as many others. Rose and Enid “rendered” a very pleasing duet. Why not give all a treat sometime?

About five o'clock the belongings were packed, the girls tucked into place, a sign from the caravaner, and the cars were homeward bound. And can those girls drive? You should see them go over hill and dale taking the narrow curves—all just part of the business of driving.

A fine time was had by all! And, if you please, a word of appreciation to the chairman, and her committee, for the success of the Dramatic Section Picnic of July 7, 1935. It was perfect.

G. D.

ATTRACTIVE

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OUR CORRESPONDENCE CORNER

A card from May F. Riley from Victoria says “With my very kindest remembrances to all.”

Kathryn Cosgrove sends a card from Vancouver. She says, “Seattle is quite excited over our convention. I stayed at Olympic and it is a great place for a convention.”

AN OPINION

In a response to a letter from the District Attorney of Ventura County asking the opinion of Attorney General U. S. Webb as to the constitutionality of a county ordinance prohibiting the employment of married women in public offices Mr. Webb writes

“It is my opinion that either a local ordinance or a state law prohibiting the employment of married women in public offices would be not only unreasonable and contrary to public policy and therefore invalid, but would be contrary to the Fourteenth Amendment to the Constitution of the United States and the Declaration of Rights contained in Article 1 of the Constitution of California.”

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American women are guardians of more than 200 billion dollars worth of the national wealth, and pay taxes exceeding five billions annually.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

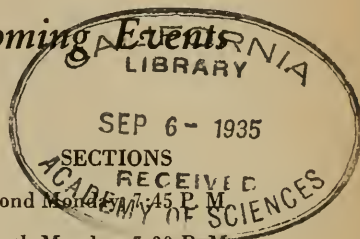
JULY 27, 1935

No. 30

Weekly Program



Coming Events



July 29—Civic Section, 7:30 P. M.

August 1—Choral Section, 7:30 P. M.

August 1—Thursday Open House, 8 P. M.

Hostesses

Ida Grebinar

Allene Schuerbrock

Ethel Ray

Lorraine Graves

Madelon Saxon

Ednah Butler

Bertha Hancock

Carrie Davis

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Sunday, next—July 28th—the 9:45 Sausalito Boat—ticket to Ross; bring your lunch; walk of a bit over a mile, along a road of pretty homes and flowers; road a little rougher, then a fine spot to pic-nic and laze! Phoenix Lake for the ambitious.

Sunday, August 18th—Robin Hood at Woodland Theatre—time 2:45. How about it?

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

Monday, July 29, 1935

7:30 P. M.

Do, please, remember the date and be present to hear Mr. Edmund G. Brown, President of the San Francisco *New Order of Cincinnati*, on Monday evening, at seven thirty, in club rooms, July 29.

The members of the newly founded *New Order of Cincinnati*, have high hopes of doing some constructive reforming in local politics—the membership is non-partisan.

The organization takes its name from Lucius Quintus Cincinnati who left his farm to go into Rome, in 519 B.C., to protest against the spoils system of his day—he became a dictator, put through needed reforms and returned to his plow. All of which took Lucius Cincinnati sixteen days.

The *New Order of Cincinnati* of San Francisco, may need to draw a little more on the time element to put their theories into practice; at least, they have an interesting, constructive plan.

Come prepared to ask any and all questions regarding the whys and wherefores of this group. After hearing Mr. Edmund G. Brown, we know you will all be joiners. If not—you will be imbued with the realization of the possibilities, not mentioning need, of such an organization in San Francisco.

OUR MEMBERS ON THE RADIO

Mrs. Hulda McGinn, Secretary-Manager for the California Theatres Association, Inc., will speak over station KYA on the Women's Institute of the Air program, Tuesday, July 30, 1935, at 1:00 P. M. Her subject will be *Motion Pictures*. The members are urged to listen to these broadcasts whenever possible.

GENEVIEVE ALLEN, Radio Chairman.

IMPORTANT CHANGE IN STATE FEDERATION BY-LAWS

At the State Convention held in May several changes were made in the State By-Laws. The most important to individual clubs is the amendment of Article VII, pertaining to dues:

Article VII, Sec. 1, changes the date when dues become delinquent from September 1st to October 1st.

Article VII, Sec. 2, increases annual dues to the State from \$2.50 to \$3.00 per year.

Article VII, Sec. 2, dues shall be allocated as follows:

(a) \$2.00 to the National,

(b) the remaining \$1.00 shall be pro-rated 34c to the district and 66c to the State;

which all means that each member of the San Francisco Club will be billed for 50c extra on the bill for dues which is received during September.

This additional 50c will give the State additional funds with which to carry on the federation work, and will allow sufficient funds to enable the entire federation to go forward with constructive programs and plans.

JUL 26 1935

The Business Woman

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 2390 Fifteenth Avenue
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 Contributing Editor.....Nancy Foster
 Club Reporter.....Margery Shaffer
 Accounting.....Mollie Gunn
 Advertising.....Lee Seares

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President.....Margaret Torreyson
 First Vice-President.....Marion Morris
 Second Vice-President.....Nell C. Boardman
 Recording Secretary.....Dr. Adah Ruth Taylor
 Treasurer.....Amanda T. Heuermann
 Auditor.....Ethel M. Johnstone
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 Nan G. Lawrence
 Betty Walton

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House.....Jessie D. McKinney
 Membership.....Hazel Jacoby
 Program.....Gertrude D. Tubbs
 Reception.....Edith C. Floyd
 Publicity.....Vivian Yarbrough

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
 Choral.....Ida Rose Grebinar
 Civic.....Louise Stivers
 Dinner Hostess.....Maude E. McLaughlin
 Dramatic.....Josephine Rudasill
 Finance.....Alice B. Kennedy
 Historian.....Mary F. Mooney
 Public Relations.....Ethel M. Johnstone
 Radio.....Genevieve Allen
 Recreation.....Gertrude D. Tubbs
 Remembering.....Ida M. Reed
 Research.....Dr. Phillis Bourne
 Sunshine.....Matilda J. Schimpf
 Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

NEWS OF WOMEN

"Miss Lizette Woodworth Deese, a poetess of distinction, living in Baltimore, Md., is busily engaged in working on her latest book, despite her 79 years of age.

"Mrs. Isabella Greenway and Mrs. Florence P. Kahn are the two grandmothers in the present United States Congress. They represent Arizona and California, respectively.

"Mrs. V. C. Sherman is the legislative post-mistress at the capitol in Washington, D. C. Each solon has his individual postbox, and Mrs. Sherman sees that the letters get to the proper places.

"In China, the native women of the higher classes are now as modern as any European women. They are seen dining in hotels and restaurants, they do charity work, take an active part in politics, and entertain for their husbands." *Pacific Woodman*.

(Clipped from the BUSINESS WOMEN'S HERALD, Oakland official publication.)

CLUB NOTES

MARGERY SHAFFER

Margaret Bell has just returned from an enjoyable vacation at Rio Nido where she entered into the activities of that resort.

Amanda Heuermann and her grandson, Kickey, have been enjoying every moment of their vacation at Camp Mather, nine miles from Hetch Hetchy. She says anyone not having visited Camp Mather certainly has a treat in store for him. One man said "this is God's country," and Amanda says she for once absolutely agreed he was right.

Shirley Radke is back after an enjoyable visit with friends down the State. Her rest has endowed her with vim, vigor and vitality to carry on her work as secretary to our beloved Frances Effinger Raymond.

Hazel Dominick has been visiting in Vancouver for about three weeks at this writing, and Betty reports she is expecting her home soon.

Edith Clark returned on the 20th from a delightful month's holiday in Honolulu. Perhaps you do not know that Edith's hobby is "flying" although this time she did not make use of her pilot's license but instead went by boat.

Dr. Phillis Bourne left a week ago for a three weeks' trip through the Northwest.

Mrs. Zella Kimball's daughter was recently married and is making her home at Willows, California. Zella, having the cares of motherhood off her shoulders, has left for a two weeks' vacation to Los Angeles.

Bill O'Brien expects to take the vows of matrimony next week, the quiet wedding taking place at the home of the bride-elect in Southern California. Unfortunately Rose cannot leave her business to attend the ceremony but will give them a reception on the return from their honeymoon. Bill is known to many of our members, who wish him and his bride a long and happy married life.

If you happen into the Homestead Cafe, near the park, when visiting Carmel, you are apt to meet two old friends of the club,—Glenn and Gada. They now live in this lovely old town and dine at the Homestead,—that is, when they are not following their hobby—fishing! Jean Kerrison spent her vacation down in Carmel and accidentally met them. Both Glenn and Gada send greetings to their friends in the club.

Sara Rosenberg, before starting her trip as written in a previous issue, went with her sister to Forest Lodge, Greenville, California, for a short visit.

Mrs. Eleanor Middlehoff, who is supervising clerk of the State Department of Health, has recently been named honorary member of the San Diego Crippled Children's Society in recognition of her services. Congratulations, Eleanor!

Dr. Harriet Ward is gaining her strength daily and says, while she will not be physically able to take part in the coming dramatic show, she is looking forward to being in the audience.

Cornelia was greatly in need of a change of environment: Conditions along the waterfront have been a disturbing element for some months as her office happens to be located directly opposite the Longshoremen's Union Hall. It is a pleasure to report that as she had not been home in a long time, Cornelia Seeley is now enjoying a visit with her mother and father and old friends in Denver, Colorado.

A TREAT

What a grand party was our talent festival! It almost compensated us stay-at-homes for not being able to attend the biennial in Seattle. And despite absences and our absentees at convention, the party drew a large attendance that comfortably filled the ballroom of the Western Women's Club and made one last minute extra tables necessary.

Marion Morris, our charming Vice President, gave us a pleasant greeting and read us a telegram from President Margaret Torreyson, anent California's "gorgeous delegation." She then turned the program over to our versatile recreation chairman, Gertrude Tubbs, and what a treat she gave us!

The choral, directed by Madame Louise Mackay, sang two very special favorites: *Trees* with its haunting melody and its immortal words by Joyce Kilmer, and *California Lullaby*, and another delightful summertime bit, *I Hear Bees Humming*.

After music came our moment of stirring drama given us by our own Eva Smith Hackett. She read the arena scene from *Quo Vadis* with power and poignance and followed it with an Italian impersonation and a humorous skit *Bargains in Husbands*.

Out of this realm of make-believe we were taken by Ninon on a trip to that picturesque land to the south of ours, Mexico. As she talked, the Mayan pyramids and their stone gods, the feathered serpent, rose before our mind's eye. We envisioned magnificent churches built upon the ruins of past scenes of worship; we met the great mural painter, Diego Rivera, and learned something of the simplicity and charm of the Mexican people.

And last in this array of talent assembled for our festival came our own beloved Judge Theresa Meikle. From her we heard the tragic story of narcotic addiction with suffering and degradation in its wake. We heard also some of the thrilling stories of her adventures in running down the elusive dope peddlers and bringing them to justice during the time she was attorney for the State narcotic bureau.

Our evening was happily brought to a close with some goodnight numbers by the choral and a lot of merry chatter as reluctantly we started home.

Z. E.

(Editor's note: This is our first contribution by a new and noted member, Mrs. Zilfa Estecourt, one time editor of the *Western Clubwoman* and now women's editor of the *San Francisco Chronicle*. We hope for more later.)

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FELICITATIONS

We extend best wishes for their future happiness to Mrs. Eva Smith Hackett and her fiance, Mr. Alton Wood, on the announcement of their engagement. Mrs. Hackett is beaming with happy anticipation these days and we feel that the gentleman is most fortunate.

GREETINGS FROM SEATTLE

The following telegram from Margaret was read at the Program Dinner Tuesday night:

"Greetings to the San Francisco Club at tonight's dinner from all of us at Seattle. One hundred and twenty-eight at the California Breakfast this morning. California has the largest delegation at the convention. Busy and interesting time being had by all. Margaret Torreyson."

A TALE OF WOE

Sisters, harken to my plea. Endeavor is made to offer evenings of diversion in surroundings, as comfortable as within the purse. To procure the ballroom of the Western Women's Club, requires seventy-five eaters. Last week, at noon, we had sixty reservations—what to do! If we held forth in the private dining room and the attendance swelled—oh, the growls! Our Secretary and I were in distress; Miss Bennett permitted us to take the chance that we might gather the requisite number. Ah, but this was fortune, indeed, for at other seasons, this desired room is engaged weeks ahead. Thusly, despite vacation month and the National Convention, we gambled, then became optimistic, had ninety places set forth—then we shivered. Sequel: One hundred four came to dine—can you picture the confusion? And most of the food ran low! So sayeth I, sisters: Please, when possible, make your reservation in advance with Mrs. Burlingame; or, if you cannot reach her, tell it to me. Now do not misunderstand. Just because you have failed to make the reservation, do not stay away—come by all means, you are always welcome—BUT, where it is but to grasp the telephone and pass the word—PLEASE HELP. Dinner—85c.

Forgive the lecture—do!

GERTRUDE D. TUBBS, Program Chairman.

Jan E. Kerrison, Secretary

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SEATTLE BROADCAST

Tuesday evening, the 16th, opened the sessions of the National Biennial Convention of the Business and Professional Women's Club with a mass meeting in the Civic Auditorium at Seattle. There were over 3,000 men and women present, every section was represented including Hawaii, Alaska and the District of Columbia. The Governor of Washington, the Mayor of Seattle and many notable men and women of the country were seated amid this meeting.

From 9 to 9:30 P. M. the meeting was broadcast over KGO. The radio announcer introduced Miss Charl Williams, First National Vice-President, who, after giving a few well chosen words in compliment to our National President, introduced Mrs. Geline McDonald Bowman.

Mrs. Bowman then graciously, but definitely, gave the keynote of the convention *Discrimination Against Women*. Her speech was a splendid piece of work, and as she had so much to say in the time allotted her, it was difficult to take it down word for word, so with a little time and patience you will all have an opportunity to read it in the *Independent Woman* of later issue.

"TEA-TOPERS" NIGHT

The crowd—not so large as usual, but a jolly one nevertheless;

The tea—Mrs. Schuerbrock's best brew;

The cookies—Louise Floyd's lovely home-made ones;

The cake—a nice chocolate one from Ingeborg Fern;

The guests—we enjoyed them and hope they liked us and will come again. The were: Miss Purington of Auburn; Miss O'Donnell of Vancouver; Mrs. Riddell of Hammond, Indiana; Miss Pamorath of Seattle, guest of Minnie Korn; and Mrs. Beard, guest of Maude McLaughlin.

The amusement—bridge and friendly chatting.

Ask Margery Shaffer to tell you about justice.

M. McL.

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CONDOLENCE

Sincerest sympathy is extended to Edna Fogarty in the passing of her father on July 16th. Mr. Fogarty had been ill for some time and Edna, his constant companion, never tired in her loving care for his comfort.

OUR CORRESPONDENCE CORNER

Summer vacations are on the wane hence our correspondence is decreasing. However, we have a few messages.

A card from Lucille Caesar postmarked Niagara Falls, Ontario, says, "Just a little hello to the girls."

Then comes a card from our Treasurer, Amanda Heuermann, she says, "Rickey and I are at Camp Mather. It is an ideal spot, nine miles from Hetch Hetchy, where we drove yesterday. It is an inspiring sight. If you have never been to Camp Mather you have a treat in store. Such wonderful hikes! I heard one man say 'This is God's country,' and I agree. Love to all."

Our ever cheerful Olive Chauvaud, who is still in Wilmar, writes, "I am still presuming that you would be interested to know how well I am. Well, well, I'm well!!!!!! And say, have I been tempted to pay you all a visit just on general principles! If I wait until school starts to get back there, it should be on record at the World's Fair in 1947 as the great lesson in self-control. In this warm weather I do just about what you'd expect, swim and ride up and down to stir up a little air. Love to all."

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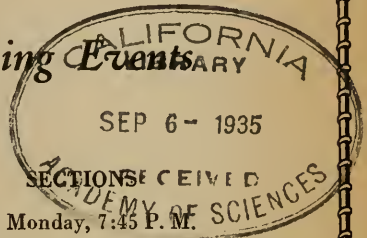
AUGUST 3, 1935

No. 31

Weekly Program



Coming Events



August 5—Civic Section, 7:30 P. M.

August 6—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting

August 8—Choral Section, 6:45 P. M.

August 8—Thursday Open House, 8 P. M.

Hostesses

Ethel Sullivan

Allene Schuerbrock

Bright Tatarian

Olive Chavaud

Rose Wessel

Lucille Caesar

Phyllis Bourne

Florence Stieler

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

A RECEPTION

Thursday night, August 8th, there will be a reception in the club rooms honoring Mrs. Hazel Oppenheimer, our club bride. Each and every member will want to be present to greet Mrs. Oppenheimer who has just returned from her wedding trip. Remember the date, August 8th.

R. C. A.

Another Treat: Woodland Theatre, Sunday Afternoon—August the 18th, to enjoy *Robin Hood*. Our seats will be 55c—unreserved and we take our chances—but in that open-air and the setting of nature—any seat will satisfy. And—we will dine thereafter—and oh, what a day to anticipate!

Is you comin' along?

GERTRUDE D. TUBBS, Program Chairman.

CHANGES FOR OUR BRAND NEW ROSTER

Florence Attridge, business address, 576 Sacramento Street. Same phone.

Hulda McGinn, residence, 2315 Twenty-fifth Avenue.

Margaret Mary Montgomery, business address, Mission High School.

Rae Morrow, residence, 1441 Jones Street. Same phone.

Madelon Saxon, residence, 355 La Verne Avenue, Mill Valley. Phone 48665.

Lee Seares, business address, 230 Eddy. Phone ORdway 8963.

Marie Wilkening, residence, Redwood Village, Aptos, California. Business, Peninsula Properties, Aptos.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant:

Auditor, Grade 2, Board of Equalization. Open to men and women. Salary \$180. Examination August 17th.

Titles of positions vacant will be published weekly in the BUSINESS WOMAN. For further information please consult the bulletin board in the club rooms.

CIVIC SECTION

Inspired by our speaker of last Monday night, the Civic Section is planning a panel discussion on what part the Business and Professional Women may take to bring about right conditions of government for our meeting on the first Monday of August, the 5th. Sorry we can not announce speakers yet, but we can assure you of an interesting and thought provoking evening.

PROGRAM

Tuesday—August 20th—the date to cross off on your book of events—we are to hear all about our National Convention at Seattle. Those fortunate enough to have participated on the big occasion will be present and give us their reactions. State President, Carolyn Weber, will be our chief speaker and the evening promises to be instructive and enlightening.

GERTRUDE D. TUBBS, Program Chairman.

AUG -2 1935

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IRMA BURLINGAME

Executive Secretary

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 except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

BOOK SECTION

Save the second Monday in August for the Book Section. An unusually good program is being planned by the committee. The date is August 12th, the hour is 7:45. Try to be with us.

POLLY R. HATCH, Chairman.

RADIO

About the middle of August, radio fans will have the pleasure of hearing some high-lights of the convention. Watch for the date and the speaker in the next issue.

GENEVIEVE ALLEN, Radio Chairman.

CHORAL NOTES

It was a cold, "fawggy" night, but there was a warm welcome awaiting the Choral members as they gathered at Mae Barr Long's home last Monday for an extra rehearsal. The Choralers are sailing right into their job and all indications point to some snappy singing at the Big Show.

When the Choralers had sung themselves out of voice and Merle couldn't play another note, Mother Osgood came to the rescue with generous helpings of home-made cake and coffee.

Jack was unable to be present, but Dad Osgood substituted and proved himself quite equal to jolly-ing the Choralers along in the way to which they have been accustomed. Jack will have to look to his laurels, especially if he continues to receive mysterious letters from some member of the B. & P. W. Club, marked "Personal, Confidential and Private."

Choral members look both forward and back to these happy gatherings as one of the *real* pleasures of belonging to the Choral.

ELSIE MACLAREN.

VISITORS

The much talked of Biennial Convention is over. Tuesday, July 23rd, the President's Special arrived at the Sausalito pier and a delegation headed by Margery Shaffer met the visitors to welcome them to our midst. Some, by previous arrangement, were signed up for the day but those who were free were invited to be our guests. The first thing on the program was a caravan around the city arranged for by Leola Good. There was a police escort and the route was the same as that followed after the State Convention.

After a tour of the city a delicious luncheon was enjoyed in the Western Women's Club dining room. Many of our members dropped in for lunch to greet the visitors. Following the luncheon, groups were escorted through Chinatown or the shopping district.

Open House was held all afternoon in the club lounge and our guest book tells the tale as to identity of our guests. Maude McLaughlin, as hostess of the afternoon, and her committee served tea, cakes and mints.

Not only Tuesday but every other day during the week, we have enjoyed the visits of members from other clubs who are vacationing in San Francisco. We enjoy company and hope that many more will visit us.

OPEN HOUSE

Another evening with the July birthday girls was spent with much pleasure and particularly so, as we had in our midst a few out of town members who just got in from the convention at Seattle—Miss Virginia E. Russell of Chicago, Misses Mildred Recor and Myrtle Lanning of Waterloo, Iowa. Also, Miss Engberg the guest of Lydia Rogers and Miss Celia Vezneian, who is Secretary to the Superintendent of Schools at Sanger, California, the guest of Mrs. Bright Tatarian.

Generously were we remembered with lovely cake from Mary C. Ryley, while we are the recipients of beautiful doilies for our serving trays from our own Mrs. Tatarian, all of which are greatly appreciated. Each birthday girl was presented with an individual frosted cake bearing a lighted candle.

Come one, come all to our Open House on Thursday evenings—get acquainted and have a good time.

I. E. B.

CLUB NOTES

MARGERY SHAFFER

Irene E. Kelly has been promoted to Principal of the Bryant School. Mrs. Kelly formerly held the same title at the Twin Peaks School.

Cornelia Seeley's vacation passed altogether too quickly. She returned last Thursday after a delightful, but brief, visit with her mother, father, relatives and friends in Denver, Colorado.

Your reporter gave a warm spot in her heart for Alabama could not let an award pass without making mention of it. The Alabama Federation of B. & P. C. Club was awarded permanent possession of the National Federation's "Positive Health" trophy at the Seattle Convention. This is the third consecutive year Alabama has won the trophy.

Space will not permit listing our visitors returning from the National Convention. However, the guest book was right on the job and following ecstasies over our beautiful club rooms, our guests gladly registered. Every visitor said we had the best club rooms and wished they could stay over and meet our members and visit some of our sections.

Lucile Cordrey is busy on last-minute checking of baggage as she, with her mother and father, leave August 3rd for a five weeks' trip through the East and Middle West. Lucile says she will go as far as Massachusetts before starting home.

Rose O'Brien left August 1st for a two weeks' visit in and about San Diego. She will attend the wedding of her son in Los Angeles. On her return he is planning a reception to her son, Bill, and his bride.

Another visitor to beautiful Carmel was Leola Hood. She spent the week-end down there recently.

Madelon Saxon and her good husband have bought a home and about a third of an acre of ground at "Homestead Valley" a section located a little this side of Mill Valley. Her address is 355 La Verne Avenue, Mill Valley, phone 48665. Madelon will be delighted to have the girls visit her and says she will gladly meet them if they just let her know.

Miss Alverne Robertson, President of the Trinidad, Colorado, club; Mrs. J. M. Lee of Phoenix, Arizona, and Madelon Saxon escorted a bride of only a few days to the club rooms—Mrs. A. J. Melchior formerly of the Trinidad club. Mrs. Melchior will make her home in San Francisco at 47 Lee Avenue, telephone DElaware 5869.

A visitor to Lake County recently was Alice Kennedy. Her friends have a home there and as recipient of their hospitality Alice spent a most delightful few days.

Elizabeth Mowder, after spending a few days of her vacation in the city, has planned to go to Orr Springs just outside of Ukiah, where she says the baths are so beneficial and will prepare her for the year's work ahead.

A very sweet and thoughtful gesture on the part of Emily Heineman was greatly appreciated by the club. Emily, knowing we would want decorations for the rooms when visitors from Seattle called, sent some beautiful flowers to adorn the tables and piano. Many many thanks!

Hazel Jacoby Oppenheimer and her husband have returned from their honeymoon.

Rae Morrow has returned from her vacation. She visited Ensenada, Los Angeles, Santa Barbara, and San Diego. She had the novel experience of viewing the fair grounds from the air. On her return she established herself at 1441 Jones Street, same telephone. Her mother has given up her home in Oakland and is now making her home with Rae.

PLEASURE—B. A.

I thought to venture back to the events of yesterday—to days of B. A. Sez you: "What's B. A.?" Before Autos! In those years, Santa Cruz was quite the very special locale to visit, to play, to perhaps spray the overall-bathing suits. That \$1.25 Sunday excursion, via train, intrigued, so we took-off Sunday morning at 7:55. It was a comfy, commodious train, with observation coach attached; nine coaches per section, two sections; three stops only en route and we arrived in less than two and a half hours. Deah—deah! This was not like B. A. Then, coaches were stiff-seated, shabby affairs; the engine sputtered, hesitated, halted and to make the 85 or 90 miles in three hours would have created a world's record! Passengers: Groups and groups of juniors, male and female, minus adults; innumerable pairs of women; scattering of families; numbers of men of all ages. The general atmosphere quiet and orderly. In the B. A. days, families predominated, luncheons seemed everywhere and "milluns" of kids—and it was noisy! Now—the board-walk, extended and extended—there just isn't any more room for further extension; the elongated beach-front, even curves around to a river front; barkers, eateries, "hot dawgs," half-dressed throng, all restless and in a state of perpetual activity! B. A. days saw strollers, sitters, a band concert, demure bathers and a few peek-a-boos scandalized the mammas. Lastly, the beach: Miniature Coney Island—colorful and nude! What with the long naked legs and arms and backs, these young humans resembled crabs as they lolled and crawled in the sands. In the B. A. they would have been jailed! Heigh-ho—a panorama! Foolish me: Life permits of recollections of other days—but there just hain't no repeats!

GURTY.

Believe It or Not . . . GORES are IN Again . . .

Style conscious business and professional women found them when dashing up to ROSE O'BRIEN'S FASHION STUDIO in the Plaza Hotel to see the new Fall models of rough woollens . . . waffle crepes and rich metallics . . . made in all-around-the-clock dresses and DOUBLE-DUTY ensembles in advance shades of petunia and grape . . . harvest brown and green . . . just right styles and sizes for everyone . . . and the prices . . . \$12.75 to \$29.75 . . . join the gang and see for yourself.

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OUR CORRESPONDENCE CORNER

A letter from Marie Wilkening in Aptos, California, says, "I am very happy to be back down here and once more am living at the Redwood Village. The office is just across the highway, which is very convenient. Two days each week I spend at the Rio Del Mar Country Club auditing the week's work. I take it that you know where this club is situated and you will agree with me, I know, when I say I can think of no other place with a more beautiful setting. This is the first time I have ever worked as one of a large number of employees and I am finding this, too, enjoyable. It is also giving me a long wanted opportunity to again take up the study of accounting. As I am through at five o'clock and live so close to my work I naturally find long evenings on my hands. My very best wishes to my club friends."

Mrs. Neuenburg writes, "Greetings from Mr. and Mrs. Neuenburg. We are spending our vacation at Tahoe at the Sierra Club Ski Hut at Norden. It is camping de luxe. We love it."

We hear from Charlotte McClelland, "Visited Emerald Lake yesterday and had luncheon there. This country is magnificent and words fail to express the grandeur of it. The trip has been a most delightful one. As I write I can look out on Lake Louise which mirrors a perfect reflection of the mountain and glacier. Weather is splendid. Love to all the members."

A message from Clara Brown comes to us, "I am having a wonderful time living in a private home. Have with me two friends who speak Spanish fluently so I have no worries. We have been out to the Pyramids. On the Fourth of July all the Americans in the city, together with all the British, were entertained at the American embassy. Both Mr. and Mrs. Daniels were present. It was crowded but very lovely. Will be seeing you in August."

Another card says, "Aloha, from Minna C. Brown."

INTERNATIONAL AFFAIRS

Recently, several members have questioned us regarding the activities of the International Federation of Business and Professional Women's Clubs. The following article appeared in the May issue of *The Colorado Business Woman*.

The month of March, when Business Women's Week was internationally celebrated for the first time, marked the addition of the twenty-second country to the Federation roster. With the affiliation of a club in Melbourne, Australia, the International now has representation on every continent except Africa.

The International President, Miss Lena Madeson Phillips, and Miss Josephine Dauphinee, President of the Canadian Federation, shared the platform when International Night was observed in Vancouver, B. C. A few days earlier, Miss Dauphinee addressed a meeting with Miss Phillips in Everett, Washington.

Seventeen women were named deputies to the National Assembly in Turkey. Turkey has put out an official series of stamps in recognition of the International Alliance of Women for Suffrage and Equal Citizenship, meeting in Istanbul. Mrs. Carrie Chapman Catt, honorary president, the six women Nobel Prize winners, and a noted Turkey feminist are among those whose likenesses will adorn the stamps.

The League of Nations announces a series of short wave broadcasts on Saturday evenings at 5:30 U. S. Eastern Standard Time. Matters of International importance are being presented.

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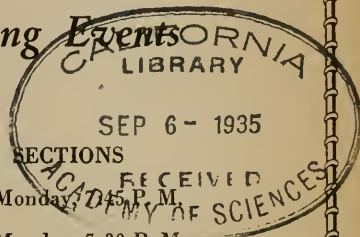
AUGUST 10, 1935

No. 32

Weekly Program



Coming Events



August 12—Book Section, 7:45 P. M.

August 13—Dramatic Section, 7:30 P. M.

August 15—Choral Section, 6:45 P. M.

August 15—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Lena O'Connor

Barbara Greene

Irene Sheehan

Lucile Cordrey

Louise Buck

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

RADIO BROADCAST

President Margaret Torreyson, our representative at the National Biennial Convention in Seattle, will speak on the Women's Institute of the Air, Station KYA, Friday, August 16, at 1 P. M. Her subject will be *High Lights of the National Convention*.

GENEVIEVE ALLEN, Radio Chairman.

R. C. A.

Our picnic to Phoenix Lake was one without blemish, except that the bugs were aggressive. The walk is such an easy stroll, amidst flower-adorned homes, along a tree-shaded avenue—it seems far from the stress of every day. Our party was small but congenial and appreciative; each, unconsciously, had brought the makings of a salad bowl, so we stopped at the little store, got a tin bucket, a bottle of mayonnaise and prepared a salad to vie with the best of chefs! Hot coffee and other tasties—it was a day of cheer.

Next—*Robin Hood* at Woodland Theatre, Sunday, August 18. Leaving by bus from Fifth and Mission; meeting at 12:45. Bus fare, 45c; admission to theatre, 55c. If you wish to join in the eats thereafter at Ada's Tavern, add a dollar. Please let me have your reservations.

And—Sunday, August 25th—to Berkeley. This is an occasion for all: the walker, the motorist, the sitter. Our Clotilde Grunsky has invited us for tea at her lovely home in Berkeley. Tea is at 4, so drive over, ride over, and have that friendly contact which always prevails at Clotilde's home. The walkers—we will leave early and explore ere we tea. Let me know that you are interested—the whole club is welcome—but, we do want to know the number.

GERTRUDE D. TUBBS, Recreation Chairman

DRAMATIC NOTES

Preparation for our Big Show in October is practically putting other activities of this section in the background, though at our last gathering a very happy evening was spent studying Shakespeare and we are eagerly looking forward to continuing this work after our play interlude.

At a special meeting of the Dramatic Section, plans were completed for our Annual Show. A vote was taken on hours for rehearsal and every Wednesday, 7:30 to 8:30, was chosen.

BOOK SECTION

August 12 is the date for the next Book Section meeting, and please hold it, for there is going to be a program that will give you a real evening's entertainment. If you love Monterey, as all Pacific Coasters do, you will want to hear Marion Morris review *Tortilla Flat*. The author is John Steinbeck, and we understand his characters are those most fascinating but highly unmoral "paisanos."

Time Out of Mind, Rachel Field's beautiful book, will be reviewed by Lorraine Graves. This exquisite piece of literature is supposedly the story of Miss Fields' personal life. It is one of the finest things that has hit the literary mart in a long time and we know you will enjoy its excellent review.

Your chairman hopes that all of you will be able to join her in enjoying this fine program. The time is Monday, August 12, at 7:45 o'clock.

POLLY R. HATCH, Chairman.

P. S. The Book Section has purchased *Time Out of Mind*, and we are sure that you will all want to borrow and read this book for yourselves.

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Advertising.....Lee Scares

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Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

HARBOR DAY

The San Francisco Junior Chamber of Commerce has a Bay Excursion, Friday, August 16, leaving the Ferry Building at 2:15, join the Maritime Parade, reviewing all the events of the day in the bay. Tickets are 50c and to be obtained at the office of the Junior Chamber of Commerce, who have extended this invitation to our club.

APPRECIATION

To my fellow club members I wish to express my deepest gratitude and appreciation for their kind messages of sympathy during my recent bereavement in the loss of my father. EDNA FOGARTY.

STAFF CHANGE

Mollie Gunn, who has served so well in the capacity of Business Manager for THE BUSINESS WOMAN for the last five months, finds it necessary to resign from her office. We are indeed sorry to lose her. Ruth Shaw has been appointed as Business Manager, and she is a most capable one.

We wish to bid farewell to Mollie and welcome Ruth to our staff.

PROGRAM

Tuesday—August 20—that's the date! Post National Convention Dinner. This will be an evening of intense interest. The days at Seattle were hectic; politics buzzed; speeches filled the ether; social functions crowded one another; and those midnight parties! We are to have the reactions of all those from our club who were there and we will learn, we will laugh and we will linger. Do not miss a Big Night. Remember to give your reservation! Dinner—\$5e. Ballroom of the Western Women's Club.

GERTRUDE D. TUBBS, Program Chairman.

A GREETING

Genevieve M. Halpine, president of the Business and Professional Women's Club of New Milford, Connecticut, and her party visited San Francisco July 22 on their return from the National Convention in Seattle. They left a greeting to our president and members of the San Francisco Club as follows: "We are stopping off to see your lovely city and wish to leave our sincerest and very best wishes from the East, from New England, and mainly New Milford Connecticut."

THURSDAY

Many familiar faces are missing on Thursday nights, as many are away on vacations, but our charming hostesses continue to keep the fires of hospitality burning for those who do come, and what is lacking in numbers is made up in enthusiasm and good cheer.

Bridge is ever popular, and Anita Mayer's "Chesterfield coterie" grows in numbers and good fellowship.

Miss Verna Hall, a newcomer to San Francisco, was a guest of Jessie McKinney and we hope she will be a frequent visitor and ultimate member. She is a member of the Riverside Club.

Our president was most joyously welcomed back from her trip to the Convention and northern points and she was bubbling over with reminiscences of her recent experiences.

Don't miss the Thursday nights.

N. J. F.

THIS MONTH—VISIT SONOMA MISSION INN!

Even while summer's at its height, The Valley of The Moon begins to hint its autumn glories—so come now to Sonoma Mission Inn, where golf, tennis, swimming, and horseback beckon, and where it's restful in the patio. Hot sulphur

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CLUB NOTES

MARGERY SHAFER

We were delighted to welcome a visitor to our club rooms a few days ago,—Isabel Porter Collins, recording Secretary of the Vallejo Club.

Lena O'Connor, who, about a month ago, had the misfortune to fall and break her arm at the wrist, getting along nicely. Her arm is still in a cast and will be for about two weeks.

Edith Floyd, our charming hostess, nonchalantly posed her desk Friday evening, her thoughts of office and club duties to be erased by the beauty and grandeur of the North and Northwest. Edith and her sister left last Saturday for Seattle, where they will visit some cousins and then go on to Alaska. The girls say this trip is a dream realized.

What's that I hear?—Maybe Blanche Newton will visit us in the late fall, but this time it will be impossible for Jeanne to come too, so she will "keep the home fires burning" until Blanche's return.

The telephone number of Madelon Saxon given last week was in error; please change it to Mill alley 486W.

Grobbe, always trying to make someone happy, entertained her employees and Mrs. Meirdrieks, whom many of us know, at a week-end party in Parkspur last week. Everyone had a glorious time in a marvelous Marin.

Nell Boardman is vacationing the entire month of August. Part of it she plans to spend "way off" in the hills of Oakland, where her sister has a home, and Nell anticipates lots of rest and quiet. The last two weeks she expects to visit Lake Tahoe and Yosemite. Another sister of Nell's from Chicago is due here soon for a visit. All the members of the family are thrilled over her arrival as it is the first family reunion in some time.

Emma Maland and Mary Mooney have returned from their ramble northward. They followed the coast through Oregon and Washington to Port Angeles, then looked in on the convention at Seattle, and came home by way of Crater Lake, Mt. Lassen, and Tahoe. They report the trip as distinguished by variety of scenery and climate, but thoroughly enjoyable throughout.

A delightful luncheon last Saturday at Lido's Cafe was in celebration of the birthdays of Judge Theresa Meikle and Judge Dunn. The merry group in attendance was significant of the popularity of these two judges.

Imagine our Vivian clicking off her speedometer to the amount of eighteen hundred miles during her vacation! Vivian and her mother, Mrs. P. L. Yarbrough, drove as far south at the San Diego Fair and as far north as the Redwood Empire. She is home now and busy as ever at the club publicity programs.

A group of associates of Mrs. Panter, president of City and County Federation, were guests of Sheriff Fitzgerald on a tour of the women's prison at Sneath Ranch recently. Included in the party was Dr. Frieda Kruse.

Louise Stivers and Grayce Dempsey spent the week-end at Knight's Ferry, Stanislaus County. They put up at an auto camp, but being unable to have a cabin, paid for the privilege of spreading their blankets on the ground for the night. This experience of communing with the stars was something new to these two travelers, but they thoroughly enjoyed the novelty.

The call of the North seems to have crept into the veins of many of our members. Effie Gillespie left Wednesday for a trip up into Alaska. The vacation will extend over the whole month of August.

Recently Ida Lord entertained a few club members in her apartment. Bridge was the order of the evening and some very startling incidents were noted. For example, after struggling for an hour and a half over one rubber, the two scores were identical (the mathematical frequency of this has not been determined yet). One set of partners insisted on overbidding, with woeful results to them and pleasant results to their opponents; however, these same bidders managed to get the two games and the 700 points, thus tying the score. The hour was late when one participant emerged triumphant with a chance on the trip to Mexico. Then there were the refreshments. Well, ask someone who was there.

OUR CORRESPONDENCE CORNER

A card from Margaret Lewis postmarked Vancouver says: "We have seen the wonders of Banff and Lake Louise and between them. We are now on the home run. Almost bought out the Hudson Bay store. Had a grand time, but we need a vacation. We left Charlotte at Banff."

Charlotte McClelland sends us a card from Banff Springs Hotel: "This is but one of the beauty spots I have seen since leaving home. I am sitting in a broad window looking down the Bow River with its green tree-grown islet in the center, looking like a ship. It is raining. There is so much to be seen in this beautiful, spacious hotel that a little rain does not dampen one's ardor a bit. Have driven all over this wonderful country. Fond remembrances to all club members."

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NO BRANCH STORES

SAN FRANCISCO NEW ORDER OF CINCINNATUS

Monday evening, Mr. Edmund G. Brown, president of the San Francisco New Order of Cincinnati, talked to an overflow gathering of the Civic Section members and their friends.

Mr. Brown earnestly presented the *cause and why* of the New Order of Cincinnati, so named because of Lucius Quintus Cincinnatus, who lived in Rome in 519 B. C. He left off his chores of the farm to fight corrupt political system of his day; due to his courage and integrity, the name of Cincinnatus has lived through the years.

The San Francisco New Order of Cincinnati is a fact-finding body *with ideals*. Made up of young Democrats, young Republicans, and young New Guards, who have laid partisanship aside. Headquarters, 1260 Market Street. Membership, one dollar per year. To date they boast of 450 signed pledge cards and a mailing list of 600. Activities are financed from membership dues and the sum of ten dollars from each director (there are forty such). Rules stipulate that not more than \$100 may be received from an individual donor. Members are required to sign pledge cards to the effect they *mean and intend* to stand for clean, honest government.

The Cincinnati group feels there is need for new leaders. In looking around city and state, they believe at present it is best to confine their work to the "washing up a bit" of municipal affairs. We are on the eve of a greater San Francisco, yet the bridge and rapid transit question has never been decided; and the garbage question, an issue of fourteen years, is still undecided, the latter because of the voting strength of the scavengers, their families, and friends. As a result of the apparent indifference of the powers that be, the citizens of San Francisco should mobilize to change the political set-up at the City Hall. Now is the time for action with a mayor and six supervisors coming up for election. These young idealists have named a committee of twenty who are studying men and women whom they hope to draft for civic duty; they feel there is an opportunity in public life for young men and young women; they are going to shy off from lawyers for the time being (interesting).

The organization draws its membership from all walks of life—lawyers, business men, laborers, white-collar workers, Junior Chamber of Commerce members, and union labor leaders. In national affairs, members may vote as their conscience or party affiliations dictate; for the municipal election, a united front is desirable and necessary. At no time are they to act as vigilants in labor disputes. Women may become members of the Order of Cincinnati; we have Mr. Brown's words for it that *one* of the six supervisors to be their choice of candidates is to be a woman.

The speaker was just a bit cynical of the press. He seems to fear the worst if the Cincinnati candidates prove to be too God-fearing and honest.

If all of the members of the San Francisco New Order of Cincinnati have the courage of their president, as a group they are destined to accomplish much. Mr. Brown, facing us frankly and fearlessly without batting an eye, told us: "Oh, yes; the New Order of Cincinnati has set as its membership age limit 21 to 40"; that is the dead-line. To quote "We do not believe that intelligence and honesty stop at forty, but ideals and illusions are lacking." Take heart; the "Over the Forty Brigade" may join as associate members.

"Win, lose, or draw, the New Order of Cincinnati is not going to cut the slightest corners"—only that which is RIGHT is to be the pass word.

A big order, for this age; certainly a worthy one, deserving of enthusiastic support from all who really are interested in the welfare and development of San Francisco. More power to these young, and not so young, idealists, and particularly to Mr. Edmund G. Brown and his New Order of Cincinnati.

G. D.

P. S. There are two recent schools of thought on this FORTY business. "Life Begins at Forty," so says Professor Pitkin; and to quote Mr. Robert Benchley: "Today, Forty is Life's Golden Age. You think that just because you can't roll hoops or have German measles any more, you are getting old. You think that just because you gasp for breath when you lean over to fasten your skates, you are no good any longer. Poppycock! Life is just beginning for you if you only knew it—if Life only knew it"; and may we add, if Mr. Brown and the New Order of Cincinnati only knew it—when they set FORTY as the dead-line of illusions, ideals, and DREAMS.

G. D.

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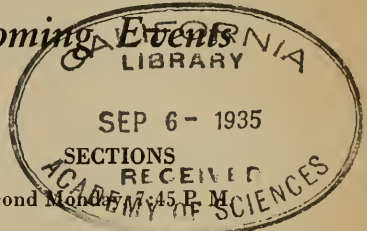
AUGUST 17, 1934

No. 33

Weekly Program



Coming Events



August 20—Dinner, 6:15 P. M.

Western Women's Building.

POST CONVENTION PROGRAM.

August 22—Choral Section, 6:45 P. M.

August 22—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn

Anne Reidy

Elizabeth Mowder

Freida Korn

Mollie Gunn

Edith Nelson

Please make dinner reservations early at Club Rooms, Prospect 8347

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ADVERTISING NOTES

Reciprocity is the magic word which opens the door to pleasant business relationships. Our advertising space is limited . . . it will be easy to keep this space filled if club members will give our advertisers a chance before spending their money elsewhere.
LEE SEARES.

LET'S MEET INFORMALLY

Believing that it is to our interest to get acquainted with each other more fully than is possible at our meetings, members who are interested in the Civic Section are invited to eat dinner at the Y. W. C. A. Cafeteria any Monday night they wish to stay down town. There they can eat and talk with others who are interested in the same subjects and get to know them better.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Camp Cook. Salary \$110 per month less maintenance. Examination August 24.

Junior Personnel Examiner.

Junior Personnel Technician. Salary \$140. Examination August 31. Age limit, 21-31.

Editorial Librarian, State Library. Salary \$160. Examination September 21.

Assistant Statistician. Salary \$215. Examination August 24.

POST NATIONAL CONVENTION DINNER

Tuesday Next — August 20th
at 6:15

State President		CAROLYN WEBER
Bay District President		FLORENCE STAHL
Bay District Vice-President		CHARLOTTE MCCLELLAND
Our President		MARGARET TORREYSON

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The Business Woman

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take place on third Tuesdays.

BUSINESS WOMAN

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Lee Seares

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Membership.....Hazel Jacoby
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarbrough

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Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
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Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Neil C. Boardman

IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

R. C. A.

Sunday—the next—August 18th—Robin Hood, at
Woodland Theatre; price, 55c and unreserved; we
are obliged to go a little bit early, to procure the
better seats. Be at the bus station at Mission and
Fifth by 12:45. Round-trip bus fare—45c. Dinner
at Ada's Tavern thereafter—add a dollar. Please
let me know your wishes, at once, if you have not
already done so.

Sunday—the following—August 25th—at Clo-
tilde's in Berkeley. We are to have tea and jollify.
Motorists, train-travelers, walkers—welcome. I will
give directions in next issue as to how to reach her
spacious home and gardens. We walkers will leave
on the Key Route boat leaving the ferry at two.
Everybody welcome, husbands, boy friends, girl
friends—but, please let me have a reservation.
Final directions next week.

Monday, August 26, in the Geary Theatre—Ina
Claire in *Ode to Liberty*.

GERTRUDE D. TUBBS, Program Chairman.

CLUB NOTES

MARGERY SHAFFER

A very interesting visitor in our club rooms last
week was Mrs. Lillian H. Gaddis of Park Ridge,
Illinois, a suburb of Chicago. Mrs. Gaddis is the
publisher of the local newspaper and is frank to
admit that in such a position it is hard to keep out
of politics entirely. Being an ardent B. & P. W.
member, she works hard to counteract the discrimi-
nation against women and never loses an opportunity
to point out that women are definitely finding the
place in the sun. She did speak of one disappoint-
ment and when the time is ripe hopes it will be
overcome, and that is, no women are permitted to
serve on the juries in the state of Illinois.

Another visitor last week was Frances D. Maxey
of Kingman, Arizona. She expects to be in the city
for a short time and will try to attend our sections.

Last week Enaid Jones and her mother were
seized with the wanderlust; so, getting into their
machine, Enaid drove to Inverness, where they en-
joyed a delightful visit with old friends.

Anna Reidy has just returned from a two weeks'
vacation in the Santa Cruz Mountains. She stayed
at the Forest Farm, where she had pleasant rooms,
splendid meals and only a ten-minute walk to the
beach.

Mrs. Josephine Rudasill and her husband left for
a two weeks' holiday, driving through Southern
California. "Rudy" says it's quite a thrill to just
go and keep riding along with no definite motive
except to see the beauties of our state.

Cornelia Seeley is back after a very pleasant and
comfortable railroad journey to Colorado, where she
found her mother and father four years older and
both enjoying good health. Her connections were
so close that she was busy at her desk ten minutes
after the train pulled in.

Elizabeth Mowder had some very interesting ex-
periences on her trip to Orr Springs, but Elizabeth
can relate them far better than your reporter, only
one thing she might forget to tell: she won the
croquet tournament at the Springs.

Elsie Monte and her son spent the week-end in
Lake County, up near Ukiah. The country is beau-
tiful and Elsie says they enjoyed the drive im-
mensely.

Congratulations to Matilda J. Schimpf. She has
been reappointed notary public for another four
years, term ending July 30, 1939.

Some time back I reported that Mrs. Bertha
Brown had an eye infection. This took several
months to clear up and is now sufficiently recovered
that Bertha is able to act as hostess for the Breuner
Model Home down the Peninsula.

Participation of San Francisco women in the
Century of Commerce celebration was planned at a
luncheon last week with Mrs. Frank Panter, chair-
man; Mrs. Angelo Rossi, honorary chairman; and
Mrs. Hulda McGinn, secretary. Enthusiasm of these
San Francisco women was demonstrated by the
large number present a few days ago at the Down
Town Association, when among those attending were
Dr. Susan Harris Hamilton, Mrs. Lee Seares, Mrs.
W. B. Hamilton, and Mrs. Hulda McGinn.

Due to a strenuous year of hard work and respon-
sibility, Mrs. Rose Wessel finds it necessary to rest
her nerves and spend her vacation where she would
be assured of complete quiet, so a few days ago she
entered Dante Sanitorium. *Best wishes from all the
members and we hope to welcome you at the club
rooms soon.*

CIVIC SECTION

Many of you do not seem to know that the Civic Section has two meetings a month now. One is on the first Monday and is dedicated to bringing out the ideas of our members and to formulating a program.

August 5, a small group of us met (small in numbers only) and listened to a discussion between Genevieve Allen, Naomi Hammond, Ednah Butler, and Dr. Crockett about what the Business and Professional Women can do to bring about right conditions of government. Mrs. Allen, who began the fight for woman suffrage in 1911 and had many interesting experiences along the road, stated as her opinion that it is women who are holding themselves back, not men; that it is apathy on the part of women which is in a great measure responsible for conditions of today. Miss Hammond spoke of the failure which met her efforts to get women's clubs to show an interest in a bill, introduced at the last session of the legislature, the purpose of which was to give women an equal place with men on the state central committees of all political parties. The bill failed, though it would have been passed had any women's organizations made an effort on its behalf. Miss Butler advocated a survey of the departments of our city government and co-operation with other groups. Dr. Crockett suggested that we need a plan of action and need to decide wherein as a group we are missing our opportunities.

More and more we have been hearing the thought expressed: "Our club should be doing something." Just what that "something" is or how we should do it, seems to be an elusive idea that no one so far has been able to express. We have decided to put the subject before the membership for a decision. On Monday, August 26, we are to have a panel discussion, "Shall we or shall we not take an active part in community affairs?" We hope to bring out some concrete ideas. If it is decided that we should take an active part, what should that part be, and how far can we go, and how shall we do it? More in the next issue, but keep the date in mind, and think over the subject. When the speakers have finished, express your ideas. We are praying that a large number of you will come determined to help make this a representative section; a worthwhile one; one which will accomplish the thing which you wish for it. We'll tell you the names of all the speakers next time, but now we shall say that the founder of the section who has always had an active interest in it, Ida Lord, is to be one of them.

A chairman is just someone who presides at meetings and tries to keep things going. Without the co-operation and help of others, she can accomplish very little. So now we are pleading for the co-operation of every member. In this connection, the chairman wishes to express her appreciation of the work done by those who helped to make a success of the meeting when Mr. Brown spoke to us about the New Order of Cincinnati. She was on her vacation and had nothing to do with the preparations, but Grayce Dempsey, Minnie Korn, and Ednah Butler "carried on."

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THURSDAY NIGHT

Our charming bride, Hazel Jacoby Oppenheimer, was the guest of honor at the Thursday evening open house on August 8. Gowned in her lovely lace wedding dress, a delicate shade of palest rose, and with a becoming brown velvet hat, Hazel stood near the door to receive the greetings and good wishes of a large number of club members and guests.

At tea time, the bride sat at the head of the table, which was covered with a handsome, embroidered cloth, graced with tall white candles, white flowers, and a delicious looking whipped cream cake. At the other end of the table sat President Margaret. Other guests gathered round included Mrs. Ralph Jones of Phoenix, Arizona, a sister of Belle Banz; Mrs. Maxie of Kingman, Arizona; and two other recent brides, Mrs. Jacoby, Jr., and Mrs. Ora Demick.

Margaret Bell, who did such a fine job of "hostessing" in 1934, was pinch-hitting for Edith Floyd, who is vacationing in Alaska and way-points. Bright Tatarian and her gracious committee served us tea and cake. The cake, by the way, was the gift of Betty Walton. Katherine Aylward treated us to two lovely vocal solos, and all of this in addition to the usual bridge and chatter combined to make an unusually happy evening for all of those present.

C. S.

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AMENDMENTS

Proposed changes to the by-laws of the National Federation of Business and Professional Women's Clubs, Inc., was one of the important orders of business of the National Convention held at Seattle. There were four proposed amendments. The amendment to Article XI adds a new section ONE to this article, which section clarifies the method by which a State Federation may be organized. The old sections of this article are retained, becoming sections 2, 3, and 4. The amendment was passed unanimously.

The proposed amendment to Article I stated that the National Federation of Business and Professional Women's Clubs, Inc., shall be affiliated with the International Federation of Business and Professional Women. After discussion, the word "affiliated" was changed to "a member," thus making the section read: "The National Federation of Business and Professional Women's Clubs, Inc., shall be a member of the International Federation of Business and Professional Women." This proposed amendment passed with well over the two-thirds majority. The next proposed amendment did not fare so well. It was proposed by this amendment that each federated club shall pay annually \$5.00 toward the support of the International Federation of Business and Professional Women. Many of the delegates opposed this proposal because of the principle of compulsory payment of the \$5.00, and because they felt it was an obligation of the National Federation. In the past years the National Federation has allotted certain sums in its budget toward the support of the International, and certain individual clubs throughout the nation have taken memberships at \$5.00 per year in the International Federation. Our own club has carried an International membership for a number of years.

The delegates argued that the National had founded the International and that, therefore, the National was responsible for its support, not the individual clubs. A further proposal was made from the floor that a 10c assessment be levied against each member of each club for the support of the International Federation. Arguments continued; the 10c assessment was defeated. The \$5.00 proposal was defeated. The two-thirds vote to defeat carried by fifteen only. Then a recommendation was made from the floor that the National Federation continue to support International, and that an allowance be made in the budget of the National Federation, and that the individual clubs continue

their \$5.00 contributions. It was at first suggested that this sum be \$4500.00 for the next biennium. This was defeated, and the sum of \$3500.00 was proposed. The \$3500.00 allowance carried. It was also suggested to the delegates that the clubs of the National Federation be educated to the great work which is being done by the International Federation so that more clubs will take out the \$5.00 membership in the International Federation.

The other proposed amendment was to eliminate the Executive Secretary of the National Federation from the Board of Directors and the Executive Committee. According to the by-laws of the National Federation, the Executive Secretary is a member of the Board of Directors as well as the Executive Committee and sits with the elected officers. The Executive Secretary has no vote. According to the amendment, the Executive Secretary would be excluded both from the Board and the Executive Committee and would have no vote. The Executive Secretary of the Federation is a paid employee whose services may be dispensed with if in the opinion of the Board such move becomes necessary. This proposed amendment was argued from both sides and many questions were asked of the presiding officers. One of the arguments made against the amendment was to the effect that the National Federation has definitely gone on record against discriminations, and should this amendment pass there would be discrimination in our own organization. Also it was argued that if the Executive Secretary of the organization were not satisfactory there could be other means taken to dispense with his services rather than amend the by-laws. The argument was also made that the Executive Secretary was the connecting factor between the newly elected officers and the program and policies of the Federation, and that it was necessary such secretary sit on the Board and Executive Committee in order that she might be in touch with each phase of the Federation's policies. Upon a vote being taken, this proposed amendment was overwhelmingly defeated.

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Tea

Dinner, 5 to 7:30 P. M.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Gift
Annex Press

Vol. 12

AUGUST 24, 1935

No. 34

Weekly Program



Coming Events



August 26—Civic Section, 7:30 P. M.

August 29—Choral Section, 6:45 P. M.

August 29—Thursday Open House, 8 P. M.

AUGUST BIRTHDAY PARTY.

Hostesses

Josephine Rudasill

Allene Schuerbrock

Anne Attridge

Florence Capella

Ingeborg Ferm

Minnie Korn

Pearl Parr

Constance Hendrickson

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Next Sunday—the 25th—at Clotilde's in Berkeley, we are invited to tiffin. At this hospitable home we tea and chat and have a "grand" spree. Have I our reservations? Invitation extended to all—including husbands and boy friends.

Directions: Walkers! A pleasant ramble on the rails back of the Stadium; wear old shoes; meet at the Key Route Ferry; we take the 2 o'clock boat.

Visitors: Just for tea. Take the 2:40 or 3:20 Key boat; take No. 3—Adeline train—at the pier, hanging at Alcatraz to the car line; get off at Bancroft Way (where car turns); walk straight up Bancroft in direction of the hills, until you reach Piedmont Avenue, cross and you are directly in front of the International House; turn right, walk to the corner, turn and walk up the street (again it is Warring); ascend the Bancroft steps and at the top you are on Prospect Street, with a circular roadway; right across a bit to the left, on the corner, is No. 15 Canyon Road—where you are expected.

Autoists: Take Golden Gate Ferry leaving either at the 2:50 or 3:10 boat for Berkeley; this will land you at the foot of University Avenue; drive up University (quite a distance) to Grove, turn right, driving along three blocks to Bancroft; turn left, driving up Bancroft until you reach the International House in Piedmont Avenue; turn right along Piedmont Avenue to about Channing or Dwight Way and turn left, driving up until you strike Prospect street; again turn left and circle along until you strike Canyon Road—No. 15.

Monday—August 26th, Ina Claire, at the Geary. Price 55c; in the *Ode to Liberty*.

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

"Shall we or shall we not take an active part in community affairs?"

Ours is a large group, which includes women with many different outlooks and interests. Is it not possible that some have joined us, thinking that this organization might give them a definite part (even though a small one) in contributing something worthwhile to society? If there are enough people who hold this view about what they would like to have the club be to them, and if they are willing to do more than wish for it—then we feel they should have a hearing. We hope that Monday night any who do hold this view will come and make themselves known to the chairman or to the secretary, Minnie Korn.

What can we do without getting into controversial subjects? Our National Federation has suggested some plans. A number have been suggested by members. Suppose you come Monday night and find out what they are and contribute some yourself. We hope to have enough plans brought out from which to select a few of importance on which everyone can unite. To lead our discussion, we have Ida Lord, Naomi Hammond, Elizabeth Dutot and Bright Tatarian. Every one of these women has something worthwhile to say. Will you see that they have an audience worthy of them?

For five minutes before our discussion begins, Mr. Will Merryman, managing director of the San Francisco Fair Play League, will explain the purpose of that league. This organization came into being in San Francisco after the NRA was pronounced unconstitutional. Let's hear what Mr. Merryman has to say.

AND, remember, dinner first with the "bunch," if you like, at the Y. W. C. A. L. S.

AUG 23 1935

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PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

PROGRAM FORECASTS

Life is one birthday after another; I am one program after another; combining, let me announce:

September, 1935, our glorious California is eighty-five years young. Celebrate we must, at our Program Dinner—Tuesday, September 17th. Check on your book of occasions, a BIG TIME.

October, 1935; our one and only San Francisco is a century old commercially. Not far from Portsmouth Square, in 1835, was erected the first building—so we must rejoice, our rejoicement to be at our Program Dinner—Tuesday, October 15th. Another mark for your diary!

GERTRUDE D. TUBBS, Program Chairman.

CLUB NOTES

MARGERY SHAFFER

In the last issue, mentioning the model home in charge of our Bertha Brown as hostess, the address was overlooked. This home is at 101 Seville Way, Aragon Tract, San Mateo. Daily from 1 to 9 p. m. it is open to visitors, and if you reach there before 5 o'clock, Bertha, with her personality plus, will greet you.

It would have been interesting to have tabulated the number of our members visiting the San Diego Fair during their respective vacations,—quite a good percentage. Another added to the many is Alice M. Jones, who is vacationing there at this writing.

"Here's to Daisy!" so said a jolly group of Daisy Prechtel's friends as they sat around the fireplace sipping Swedish punch at the *Bit of Sweden* the evening of August 14. Another delightful birthday party registered in the Book of Life. For some unknown reason, when our girls celebrate an occasion, they seem to know just HOW to impress a happy memory on the minds of those participating; and Daisy's party was no exception to the rule. *Many happy returns!*

Mrs. Edyth M. Wiltse, a former member, passed away in Florida, August 6. Edyth had been ill for some time and went South to try to regain her health. No details of her funeral have been obtained. Members of our club extend heartfelt sympathies to Edyth's family in their loss.

Marie Wilkening, now located at Aptos, anticipates a delightful evening with the Santa Cruz B. & P. W. Club for dinner at the Inn in Big Basin. She also plans to attend the district meeting banquet in Los Gatos. *Incidentally, Marie, we should be delighted to have a visit from you too!*

The San Mateo Business and Professional Women's Club opened its fall season with a luncheon. Miss Elinor Falvey presiding. This club has a special talent fund used to assist worthy young persons to develop a talent and recently they were the recipients of an anonymous donation of \$250 to swell the budget.

Phoebe Wramp was the inspiration of a delightful luncheon recently, given by Nan G. Lawrence. Our charming hostess and honoree, what say you?

Although members do not use their club affiliations in political activity, many members are individually interested in party and government organization. At a regional conference luncheon on September 11, when the Republican Women's Federation of California meets, some of our members will assist in welcoming the guest speaker, Mrs. Edith Van C. Water. Among those invited is Lillian McNeil Palmer, our honorary president. Arrangements are in charge of prominent women, including our Huld McGinn. And among those assisting on the reception committee are Mrs. W. B. Hamilton and Violet Neuenburg.

Florence Attridge is enjoying a two weeks vacation at Tassajara Springs. She left Sunday accompanied by her sister Helena and some friends.

EDITOR'S NOTE: Margery Shaffer is much too modest to mention her own name in her column, but we have the following in a personal note: "After a delightful vacation in the Catskill, Rocky, Appalachian Mountains and around Twin Peaks, I returned to college Monday for my 'last lap.'"

AUGUST CELEBRATION

August birthday girls have more than one reason to be proud. Our charming Edith celebrates her birthday also. Come one, come all to wish many happy returns.

RADIO

Mrs. Gretchen T. McCutcheon, who is associated with the Eva Smith Hackett Studio as reader of current plays, will speak over Station KYA Tuesday, August 27, at 1 P. M., on the Women's Institute of the Air program. She will give a review of the past season and forecast what is promised and hoped for in the coming season in the Continental and American theater.

GENEVIEVE ALLEN, Chairman.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITIONS

Positions vacant:

Assistant Director of Physical Activities, School for the Blind. Salary, \$20 per month (part time). Examination September 7.

Attorney, Board of Dental Examiners (part time). Salary, \$250 per month. Examination September 14.

Titles of positions vacant will be published weekly in THE BUSINESS WOMAN. For further information please consult the bulletin board in the club rooms.

A TRIBUTE TO DR. MARGARET CHUNG

The following article, which will be of great interest to club members, was sent to us by Clotilde Brunsky. It is clipped from the Los Angeles Times.

"THE LANCER

"By Harry Carr

"On my way back home, I spent one day in San Francisco. My old friend, Dr. Margaret Chung, hanging the 'closed' sign on her office and we spent the day going hither and yon in her big Cadillac.

"Margaret is the friend of almost every aviation ace in the United States and has the most interesting collection of disaster relics in the world. The broken wings, smashed propellers and so on represent an original investment of \$25,000,000.

"She lives in a gorgeous Chinese apartment on Telegraph Hill, overlooking the bay.

"One of the decorations of her living-room is a huge snake skin—an anaconda—at least eighteen feet long. Getting it there nearly cost the life of Steve Bancroft, who used to be a football star.

"On a river in South America he saw this enormous reptile hanging from a tree. He shot and it fell into the water. It was not dead, however. When Steve tried to pull it into his boat, the snake whipped a coil around his body and dragged him into the water. He finally stabbed it to death with a pocket knife—thereby spoiling several feet of the skin.

"That is one of the problems of the commercial snake trade—persuading them to die unpunctured. In Java, they stuff their mouths with fine-cut tobacco and hold the jaws shut until they suffocate—a process lasting about two minutes."

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IN MEMORIAM

In the sudden passing of Ruth Bell Shanly, the club has lost a valued member, ever ready to add her fine talent and gracious presence to our activities. On many occasions she has accompanied the Choral in the brief absences of our hard-working Merle, and played for soloists at concerts and other club affairs. Mrs. Shanly's musicianship will remain one of our most pleasant memories.

Possibly the most valuable feature of Mrs. Shanly's affiliation with the club has been her wonderful proofreading for this weekly over a period of years. All past editors will join in tribute to her ability, experience, and culture, a tower of strength to every staff of THE BUSINESS WOMAN. Her passing leaves a gap in our ranks which will not soon be filled.

RADIO BROADCAST

Friday last our president, Margaret, gave some highlights of the National Convention over KYA. Those who heard it are agreed that it was a most enlightening and interesting talk.

One point of interest in the talk was the variety of professions represented. We quote:

"Women from all states of the Union representing their local and state clubs were there—over 1800. Women from every field of business and activity in the country, tailors, merchants, manufacturers, advertisers, aviators, lumber yard operators, candy, hospitals, farms, canneries, lawyers, judges, doctors. Name the industry or profession and there was a woman for it. All met with a common purpose, to promote the interest of business and professional women, and to carry out the theme of the convention,—WOMEN UNITE FOR EFFECTIVE DEMOCRACY."

Miss Torreyson told of some of the newer fields of activities for women which were under discussion. Among them were: motion pictures, hotel and restaurant positions, aviation, journalism, osteopathy, public office.

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DOCTORS' HOLIDAY

Professional women surely know how to get the most benefit from "time out." Our Research Chairman, Doctor Phillis Bourne, and her sister-in-law, Miss Muriel Bourne, have returned from a delightful three weeks' motor trip (3650 miles) through the Pacific Northwest. They are enthusiastic over the luxurious Empress Hotel in Vancouver and the natural beauty they found in Glacier National Park, Lake MacDonald, and the Oregon Caves.

Our little dentist, Josephine Frisbie, is also back at work with suntan and freckles on her nose after a whole month with her husband and daughter in the high Sierra. The Doctors Frisbie were at The Pines, Bass Lake, and enjoyed much swimming, fishing, and horseback riding, with dancing in the evenings.

OPEN HOUSE

Won't it be a grand and glorious feeling when we go up to the club some Thursday night and find all the old regulars back on the job again and ready for another year of fun and frivolity? So many familiar faces were missing Thursday that the place hardly seemed like home.

Our charming hostess chairman herself was among those not present and where in the world was Anita? She does not miss often and her place is sadly vacant when she does not show up. Josephine Rudasill was also missing and we hope she is enjoying her vacation in the south (or was it the north?). Anyway, we hope she is enjoying it.

Gertrude's black eyes and other bruises are getting better and blacker—and her new "spees" are "swell." How she finds the time to do so much falling and losing things is a mystery with the busy life she leads.

While we were few in numbers, those of us who were there were charmingly entertained by Netta Jones and her committee and all did full justice to the delicious cake which Minnie Korn brought.

Several visitors honored us with their presence and we say to all of them, "Won't you come again?" We are always glad to see you.

N. J. F.

An acquaintance becomes a friend as soon as you discover that he has a sense of humor.

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CENTURY OF COMMERCE

Literature has been received at the club room regarding the approaching Century of Commerce celebration, October 14 to 19. From the pamphlet we quote:

"In full spirit with San Francisco's colorful past the Century of Commerce Celebration is destined to take a proud position in the list of triumphant fetes of former days. Just one hundred years ago, San Francisco (then known as Yerba Buena) began its commercial history when the first buildings were erected by Captain William Richardson and Jacob P. Leese near what is now far-famed Portsmouth Plaza. Since that date, many famous personages have played their parts in the upbuilding of our great metropolis—the Forty-niners, the Vigilante pioneer merchants, world-renowned figures of literature and the stage, and leaders in all fields of civil state, and national activities.

"From its very beginning, San Francisco has steadily forged ahead, until today it ranks as one of the greatest and most interesting cities of the world. Such an epochal growth is worthy of commemoration by every citizen. That is why, during the week of October 14 to 19, all San Francisco will join in joyful participation of its Century of Commerce representing not only the pioneers but a later-day commercial establishments."

ALL SAN FRANCISCO IS INVITED TO PARTICIPATE.

Representatives of 51 women's organizations met last Friday morning to discuss the part their group would play in the Century of Commerce Celebration.

Committees to arrange the various activities that the women will take part in were named. Margaret Torreyson, representing the Business and Professional Women's Club of San Francisco, was named chairman of invitations.

A luncheon which would include all the women's organizations in San Francisco was planned for Monday, September 30, in the Palm Court of the Palace Hotel as a festive affair honoring the event.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

pl. 12

AUGUST 31, 1935

No. 35

Weekly Program



Coming Events

SECTIONS

September 3—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

September 5—Choral Section, 6:45 P. M.

September 5—Thursday Open House, 8 P. M.

Hostesses

Elsie Maclaren
Allene Schuerbrock

Emma Gries	Florence Hogan
Helen Mielke	Louise Mackay
Lillie Anderson	Dorothy Ralston

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

SEP 6 - 1935

RECEIVED
ACADEMY OF SCIENCES

CIVIC SECTION

Due to the holiday Monday, September 1, there will not be a meeting of the Civic Section on that day. Please watch THE BUSINESS WOMAN for an announcement of the date of the next meeting.

LOUISE STIVERS, Chairman.

APPRECIATION

The staff of THE BUSINESS WOMAN wishes to express its undying gratitude to those faithful ones who so ably and graciously helped in reporting the meeting of last Tuesday night for this issue, only to have their contributions cut beyond recognition even to their own eyes—Ethel Maxwell, Nan Lawrence, and Mary Knight.

CHORAL NOTES

These are busy days for the Choral members who are working away on the songs for the big show. Attendance has been exceptionally good and a few members of the Dramatic Section are rehearsing with the Choralers, too. Within the past few weeks, the Choral has welcomed two more members, Gladys Elmore and Lillian Hayes. Edith Floyd was enthusiastically hailed back to the Choral when she popped in on her way home from Alaska.

Last Thursday was Madame Mackay's birthday, and, in addition to a double portion of *Happy Birthday to You*, she was presented with the largest corsage of gardenias that could be found in San Francisco. Her surprise and delight were equaled only by the pleasure of the Choralers in remembering their director with this token of esteem.

ELSIE MACLAREN.

FROM ILLINOIS

The following note was received in the club rooms this week. It was sent to us by Miss Helen McMackin, president of the Business and Professional Women's Club of Illinois:

"The Illinois delegation, which traveled in the Pathfinder to Seattle, wishes to thank the Business and Professional Women for the hospitality shown us at San Francisco. We were much surprised and pleased to have been met by your hospitality committee on the boat which carried us across the bay. Thanking you for the many courtesies shown us."

R. C. A.

You can give a boost; you can have a jolly day in *Marvelous Marin*; you can chow at a tasty lunch; and it will stand you about a dollar forty. How about it—you who will not migrate over the weekend—would you not enjoy Sunday "across the bay"? Diversion for those who walk; for those who talk; for those as loll in the sun; for those adept at cards; for those who relish a delicious lunch! We take the 10:45 Sausalito boat, Sunday next, September 1st. Let me know at once if you will join us, 'cause we gotta count noses. Now do not remain ter-hum and clean house and all that—come out and meet members and be social. Your fare, plus lunch, plus a "Know-well" (object: To give THE BUSINESS WOMAN a little aid), plus pleasure—all for about \$1.40—perhaps a little less—aw—kum-on!

GERTRUDE D. TUBBS, Recreation Chairman.

The Business Woman

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Lee Seares

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First Vice-President.....Marion Morris
Second Vice-President.....Nell C. Boardman
Recording Secretary.....Dr. Adah Ruth Taylor
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Nan G. Lawrence
Margaret Bell Betty Walton

CHAIRMAN OF STANDING COMMITTEES

House.....Jessie D. McKinney
Membership.....Hazel Oppenheimer
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarbrough

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Finance.....Alice B. Kennedy
Historian.....Mary F. Mooney
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

SEPTEMBER 17TH

"Come on along—come on along," California's Program Night. We are to have Birthday Party for our Glorious State; a speaker who knows his California—A to Z. Furthermore, lovers of our U. S.—this date has been proclaimed "Constitution Day." WE MUST RALLY. So, I call to arms, all ye:

Californ-ians
Californ-iacs
Californ-ities

Salute: Our State! Our Constitution!
Tuesday—September 17th.

GERTRUDE D. TUBBS, Program Chairman.

CLUB NOTES

MARGERY SHAFFER

Mary Solari recently returned from a two months vacation. She visited in Denver, Colorado and Kansas, reporting a most delightful motor trip all the way.

Lydia Rogers is enjoying every moment of her vacation at San Carlos.

Effie Gillespie is about due back from her trip to Alaska and northern points. We shall have to hear comparisons between Effie and Edith Floyd, as they covered much the same territory this summer. By the way, Edith returned from a "gorgeous" trip, every part of which revealed beauty and inspiration.

Ingeborg Ferm is taking her vacation and will tell us about it on her return. She plans to go south.

Hot is no word for it at Tassajara Springs, where Florence Attridge is vacationing. We shall expect to see a sunburned Florence after her flirtation with "Sol."

Another of our members to spend her vacation at San Diego and Los Angeles is Daisy Bruhn.

Nell Palmer and her nieces are motoring up the Redwood Highway to Mt. Lassen. When vacation time is here, we may expect to hear from Nell somewhere in the United States. She just recently returned from Yosemite and thereabouts. *Where next, Nell?*

We had two guests at the club rooms the past week, Celia M. Howard of Elgin, Illinois, now first vice-president and a past president of the Illinois B. & P. W. Federation. Miss Howard is an attorney. The other visitor was Jane A. Magan of Chicago, Illinois, who has a unique place in the business world—she is a plumber, and a good one, too.

Cornelia Seeley's brother and his family, of Denver, Colorado, have been spending the summer at Redondo Beach and came up here last Saturday to spend a few days with Cornelia.

Delphine Morrison has returned from a most interesting trip through the Orient.

Some of our members have been appointed on various committees in the City and County Federation of Women's Clubs as follows: Recording secretary, Hulda McGinn; public health, Dr. Frieda Kruse; advisory committee chairman, Annie Little Barry; ways and means, Hulda McGinn; advisory committee, Mrs. W. B. Hamilton; finance committee, Hulda McGinn; chief counselor at law and chairman of civics, Letitia Farber; and chairman of printing, Mrs. J. F. Meikle, mother of Judge Theresa Meikle.

Susie Peers returned from her vacation. She motored up the Redwood Highway to Portland, visited her sister there, then on to Port Angeles, to Vancouver, then Victoria, coming back by way of Spokane and Seattle to Helena, Montana, to Yellowstone Park, to Salt Lake City, and home. Susie certainly saw a lot and ticked the meter to 3,468 miles in 15 days.

What do we hear about Ida Reed? She was cheated out of her quota of sunshine on her last vacation, so she is going back to collect it. She and Celia O'Brien are leaving this week to spend a few days at Ida's country home in the mountains. *Better luck this time, Ida.*

Rose O'Brien is looking southward once more. She plans to spend a couple of weeks in and around Los Angeles.

We were happy to see our charming hostess Edith

BAY DISTRICT MEETING, SEPTEMBER 14, 15

her accustomed place Thursday night. She reports a most enjoyable trip in the Northwest.

A luncheon recently reported as given by Nan Lawrence was in reality a get-together of the 1934 staff of THE BUSINESS WOMAN. True to tradition, this was held one noonday at Mary Eleanor's, with the staff appearing in full force.

CONVENTION HIGHLIGHTS

We recently heard of a visitor to San Diego who fell in with a bus driver, who in turn, for a silver dollar, let him drive around with him while he (the driver) elucidated on the wonders of the fair. On the visitor's return home, he boasted that without entering the fair grounds, for one dollar, he had seen everything. That was somewhat our position Tuesday night as we listened to the various speakers at *The Highlights of the National Convention*.

In attempting to make even a sketchy and woefully inadequate résumé of the program, your reporters realize the utter futility of trying to even touch the high spots of all the fine messages brought to us.

After preliminary opening remarks and introduction of visitors by President Margaret Torreyson, the meeting was turned over to the program chairman, who in turn introduced the various speakers.

We had visitors from Salt Lake City; Trinidad, Colorado; Seattle; and from nearly every club in our vicinity. Mrs. Maude Empey, State President last year, was present and added to the occasion by her graciousness and charm. We are always glad to welcome her.

Mrs. Lovenstein, recently of Seattle, and one who was largely responsible for the success of the convention, was present and gave a short talk. She will be in San Francisco for some time and we are looking forward to meeting her and hearing her speak often.

Our jovial and eloquent Frances Raymond set a fine tempo for the meeting in her report on lobbying. She said there were two kinds of lobbyists—those who are on the *hop, skip, and jump* and those who sit in an easy chair and listen to the remarks and opinions of the *hop-skippers* as they flit by and perch for a moment on a chair arm. She classed herself with the latter, but we have our doubts about this. Third terms seemed to be the only issue between two fine personalities who were being considered. Lobbyists were also there from Atlantic City and Kansas City, working for their respective cities for the 1937 convention.

Ethel Johnstone gave a fine description of the movie Round Table. The discussion was along the lines of women in the movie field and it developed that about fifty per cent of the employees in the research department, which was the phase covered, were women.

In touching upon the social activities, she stated

that the sessions of the convention lasted until midnight or long past that time, and the playing was done after that. The initiation of Frances Raymond into the High Order of Pussy Cats took place at 1 A. M. in the Olympic Bowl, and the picture painted of this scene was very enjoyable. Frances was dubbed Chief So Unusual.

She also told us of the luncheon given by the Longview Club in honor of the California delegation, with our State President as guest of honor, and the pageant depicting the lumber industry in the Northwest.

Freida Korn described the Aviation Luncheon, where it was brought out that women are achieving quite a place for themselves in the aviation world. Several women flew their own planes to the convention, one of whom was Mrs. Nellis Bush, who presided at the luncheon.

Louise Stivers brought back a poem on *West vs. East*, which was very expressively read by Anita Mayer.

Elizabeth Dutot told of the tea in Butchart Gardens in Victoria, when Mrs. Butchart entertained them in her private garden. Her glowing description made us all wish we could have been there.

Mary Bear described the Alaska Luncheon, at which Carrie Jacobs Bond was a guest of honor. From this luncheon emanated the interesting song, *I Like Humpbacked Salmon*, which we very lustily sang after her talk. We also sang Lydia Floan's prize song, which the California delegation used at the convention.

The State President was greeted with enthusiastic and well-merited applause and she gave us a forceful and serious talk on her impressions of the convention and conclusions reached as a result of constant attendance at session, lasting in one day for twenty-four hours. No explanation was needed for her inability to give attention to the social affairs of the week. San Francisco Club is pardonably proud that it has achieved a part of the Ten Year Objective in furnishing leadership to the State Federation in the person of its member, Carolyn Weber. Mrs. Weber expressed her pride in the solidarity of the California delegation when action was needed.

She pictured Miss Williams, the new National President, as an outstanding leader, stately, poised, dignified, and intelligent, and interested in women. We are happy to hear that California will be close to the National Administration.

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Mrs. Weber expressed disappointment that no definite objectives for work had been offered. She touched tactfully on possible reasons for this: that advance knowledge of candidates for national office would speed up the progress of business, and that amendments to the constitution also slowed up the schedule, at one time thirty-six hours behind.

She issued a challenging call for all of us to back up our officers and the civic section in the many ways in which we may take an active part in San Francisco life, and in helping to rehabilitate the older woman who has not regained her place in industry.

She is calling a meeting in the southern part of the State to discuss a rehabilitation center along lines of work done in New York, and, in the words of our president, Margaret Torreyson, "Our wish goes with you that you will be successful, and we pledge our best endeavors to that end."

(Continued next week)

BEST WISHES

Our best wishes for a speedy recovery are extended to Catherine Dawn. At Van Ness Avenue and Market Streets, Catherine met with an automobile accident, a car running her down. She was taken to the emergency hospital and remained unconscious for some time. It was feared that concussion of the brain might ensue as well as broken bones, but the x-ray revealed all bones intact. Catherine is slowly recovering from the shock, so we hope she will soon be with us again.

We regret to hear that the husband of our beloved Maude McLaughlin is ill in St. Luke's Hospital. We extend best wishes for a speedy recovery.

TRAFFIC SIGNALS

Again we drove along with Traffic Pals to luncheon at the Fairmont. A jolly time with our Nan Lawrence at the wheel; she looked a queen in her royal blue, and, when queried what queen to name her—said she: "Madam Queen." Nan presides perfectly and her short talk and introductions were of the nth degree. State President Carolyn Weber (honorary member of Traffic Club) took her bow, as did a dozen of our members; The Nomads and Chief Trailer (one not eligible but permitted to trail) also present. A pair of cutie brides received gifts and blushed—Oh Deah—and gave thanks. Cards, visiting, and laughter followed. The pace exceeded desire—we reached five far too soon and the Go Signal sent us out, filled with thoughts of a Happy Day.

CHIEF TRAILER.

"Usually news is an account of something that happens to someone else which you hope won't happen to you."—San Francisco Chronicle.

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OUR CORRESPONDENCE CORNER

A little note from Mrs. Rose Wessel to the Sunshine Committee brings a cheerful message:

"I wish to extend my sincere thanks to the committee and to the members of the club for the messages of cheer during my illness. They brought me much pleasure and were greatly appreciated. I am at home feeling much better, but must take much-needed rest. Will look forward to seeing you at the club upon my return."

Rudy, who is touring the south, takes time to drop us a card:

"Am having such a lovely time! On the go every minute. Called on Olive Chauvaud, but she was not home. Pinned a note on her door and expect to hear from her when I get back. Several nice places here for a picnic for the dramatic 'gals,' but it is a little far, I fear. Love to all."

A card all the way from Victoria comes to us from Effie Gillespie:

"Our last glimpse of Victoria, B. C., was from the Empress Hotel, where we had tea last Monday. Had a most wonderful trip to Alaska. Greetings to my club sisters."

HOSPITALITY CENTER

Your chairman reports that while Alaska is beautiful and she saw many lovely and wonderful sights there, none of them looked more lovely than our own club and the friendly faces of her Thursday Nighters last week. Many of the regulars are vacationing and some who are members of the Dramatix are giving up their "bridge and chatter" time in order to devote it to perfecting their parts in the Fall Show. We missed Allene's smile, but our gracious Margery and the very capable Frieda made the tea and served the cake which Frieda herself had provided to those few who came in.

EDITH FLOYD, Reception Chairman

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Vol. 12

SEPTEMBER 7, 1935

No. 36

Weekly Program



Coming Events

September 10—Book Section, 7:45 P. M.
September 12—Choral Section, 6:45 P. M.
September 12—Thursday Open House, 8 P. M.

SEPTEMBER BIRTHDAY PARTY.

Hostesses

Ida Grebinar

Allene Schuerbrock

Ethel Ray

Ednah Butler

Lorraine Graves

Bertha Hancock

Madelon Saxon

Carrie Davis

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

NOTICE!

SEPTEMBER BIRTHDAY-ERS!

We hope you won't all be too tired out with the holidays to come and make merry with us on September 12. Remember, our president will be one of those we will be congratulating this time.

R. C. A.

Saturday, September 21st—at 10:30. Cruise around the Bay, luncheon at Paradise Cove—price a dollar. Return to S. F. at 6. Reservations close Monday, September 16th.

GERTRUDE D. TUBBS, Recreation Chairman.

FIRST QUARTERLY BAY DISTRICT CONFERENCE

THE PLACE: Hotel Lyndon, Los Gatos.

THE DATE: September 14 and 15.

THE RATES: Hotel room, per person.....\$1.50
Saturday night dinner..... 1.00
Sunday breakfast75
Sunday luncheon75

Total.....\$4.00

Registration25

RESERVATIONS: With Mrs. Burlingame, not later than Friday night, September 13.

BOOK SECTION

Please note, Tuesday, September 10, is the date for Book Section meeting. It is our very good fortune to have no less a person than Miss Edith N. Bell discuss a fascinating subject, *Literary Trends of 1935*. Miss Bell is well qualified to handle this topic in an authoritative manner, for she is the head of the English department of Polytechnic High School and has for many years devoted her efforts to the study of current literature.

Please do not miss this—it's going to be a program long remembered and enjoyed. The time is Tuesday at 7:45 P. M., September 10. Your chairman invites you all.

POLLY R. HATCH, Chairman.

CONTRACT BRIDGE

Advance notice that school days are here again. The Bridge classes will start on Wednesday, September 18, for beginners and semi-advanced, and Friday, September 20, for the advanced class. Lessons will be held in the club rooms as usual, and at the same price of six lessons for \$2. The time will be announced later, after the classes are organized. If interested, telephone Jeanette McCurdy, QRD-way 9866, or Caroline Bachich, MARKET 3698 or HEmlock 7317 (day).

RESEARCH COMMITTEE

The research committee is working on another questionnaire under the direction of the state chairman of research, Miss Ruth Spencer. It is in regard to the women who have had to readjust their positions during the past few trying years. The committee would appreciate the names of the women over 35 who have changed occupations since 1929 and have been successful. This would apply to our own club members who come under this category and also any women whom you may know outside our organization who have changed their vocations successfully. Kindly leave names with Mrs. Burlingame and thank you for your co-operation in this new club activity.

DR. PHILLIS BOURNE, Chairma

The Business Woman

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IRMA BURLINGAME
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except Saturdays.

OUR CORRESPONDENCE CORNER

We were just wondering what had become of our Lillian MacNeill Palmer when a card arrived from Yellowstone Park portraying a large brown bear. Lillian says:

"After a strenuous time at the flats, we ran away up here. First thing we met in the middle of the road was this fellow (the bear). Never mind, he wasn't asking for a new gas stove or paper in the living room. Love to everybody."

Mae G. Cummings sends us a card from Seigler Springs. She says:

"I am here in Lake County with some of my family for a two weeks' vacation and am having a nice restful time. Hope to attend club affairs when I return. Hope all is well with the club."

All the way from Boston comes a message from Lucille Cordrey:

"Here we are in Boston having a delightful time. Today we toured the historical spots in the city and followed the route of Paul Revere through Arlington, Lexington, and Concord. Lunched at the Colonial Inn and visited Longfellow's Wayside Inn. Tomorrow on to Salem and Marblehead, House of Seven Gables. Visited Ohio Caverns the day before we arrived here."

Nell Boardman also honors us with a card:

"A wonderful vacation at Lake Tahoe. Met Mrs. Raymond at the Tavern. On to Reno and Virginia City."

CLUB NOTES

MARGERY SHAFFER

Some of our members are fiends for work—Irene Kelly spent her summer at Stanford University working for her Master's degree.

An enthusiastic group enjoyed the delightful song recital given at Santa Rosa, August 27, by Mme Mackay. The audience responded beautifully and Mme. Mackay graciously gave many encores.

"Rudy" is back from her trip through the southern part of the State. Her better half had a hard time to get her started for home. Rudy???

Another of our members to visit Carmel and Monterey for two weeks was Lillie Anderson. She took every advantage of seeing this historic section, visiting the Missions, all the old places of interest and the modern *cute* eating places.

Read the Correspondence Corner and see what our traveling members are seeing and doing.

Almyra Duffey is due back from a visit to the Grand Canyon. The beauties of the Canyon are hard to describe in writing; so, when Almyra returns, keep your ears alert to hear her graphic description.

Rose Bezek left last week for the East on a business trip for her company. She assures us, however, that she will return in time to participate in the minstrel show, and Rose never disappoints.

A visitor at the club rooms last week was none other than D. Elma Coe, whom many of us know. She was the organizer and first president of the San Rafael B. & P. W. Club, a nice piece of work and a fine group of women.

Mrs. Preston McKinney, Jr., niece of Lillie Anderson, called at the club rooms recently. Mrs. McKinney, Jr., formerly lived at San Jose, but is now making her home here.

We all were sorry to hear of the accident to our beloved Ida Lord, but at the same time delighted to know it was not worse. Last week Ida was on her way to call on a sick friend, and, while waiting in the safety station for her car, a man, suddenly making up his mind to catch a car, ran for it and deliberately knocked Ida off her feet. The sudden impact broke her glasses and shook her up considerably; but after a few days' rest and quiet which the doctor ordered, she is getting along nicely. Incidentally her many friends were right on the job to prove their loyalty.

Club member friends of Gladys Smith celebrated her birthday with a theater and dinner party and a drive down the peninsula.

Others wandering from the fold are: Mrs. Frances Raymond, who is touring eastern California and Nevada; Elizabeth Clark, who is in San Diego; and Shirley Radke, who is at Lake Tahoe.

Mary Menary Giesen, one of our old members, is now associated with GENEVE'S, the smart little dress shop at Bush and Polk Streets. The shop has been newly appointed and is really a show place quite worth while seeing. It would be nice to call on Mrs. Giesen in her new quarters. *Paid adv.*

SPEND A WEEK

with us in the glorious Valley of the Moon—at this club-like Inn, where diversions range from golf and swimming (in the private plunge) to taking forty winks in an easy chair! Just 38 miles from San Francisco. For information, write EMILIE LONG, Manager-Owner, Boyes Springs, Calif.

SONOMA MISSION INN

CALIFORNIA'S BIRTHDAY

In this speedy modern era of ours, we have come to love our birthdays. The thought of years no longer registers as you proclaim your day. Thought lingers on how fine you are! How well you have lived life! How much you have meant to others! These count. Ah, with the inanimate 'tis different—the total years. Our California reaches her eighty-fifth anniversary as a state on September 9. We ought to give the little gal recognition—an' how! At our Program Dinner on September 17, we'll jollify our speaker, none other than Mr. Lewis F. Livingston (a real Californian of the old school, a splendid orator, a gentleman) will just fill us right with all the interesting yesterdays of our state; he knows the early days, the middle days, and the days! You can anticipate a most delightful evening.

And—this date has been proclaimed *Constitution Day* and we'll also give thought to our founders on this occasion—give our good old Constitution a nice little bow of respect.

Make your reservations for this day—September 17!

GERTRUDE D. TUBBS, Program Chairman.

AUGUST CELEBRANTS AGELESS

"Count your age by friends, not years!" So sang Elsie to the August celebrants—and so wished a lot of age on us, I'm thinking! That was but one of a group of readings she so charmingly gave us with the musical background supplied by Dorothy Lounan, the Choral's able accompanist.

Many bridge-ers, anagram-ers, and what-have-yous were with us. We were glad to greet Sara Ann Agill and her guest from Marin. The rooms and table were beautifully decorated in the golden color of August. Anita made those table decorations, Mrs. L. out of tin cans, she says. And Rudy's committee served tea and cake—and more cake! There was the gorgeous golden birthday cake Rudy brought to wish us "many birthday greetings"; Sara made one for us; that *August Baby*, Daisy, sent some; Edith, herself, made *Chinese chews*—Oriental or not, they disappeared; Enaid and Anne brought a box of their delicious specials. Wasn't it grand we had a lot of friends to help us eat them!

And the party turned musical towards the end and we did all decide that "the more we are together, the happier we'll be!"

ONE OF THE CELEBRANTS.

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A JOYOUS PARTY

Clotilde Grunsky is a joyous person. It follows that an afternoon spent at her hill-top home is bound to be a joyous occasion. We were not just politely glad—the sixty odd who appeared some time or other in that heavenly garden last Sunday—we were truly joyous.

How could we be anything else? The view, looking towards China through the Golden Gate, was only part of the glory. There was a large and gracious house to welcome us. Clotilde's room will hold about half the club—a gorgeous room. There was a delightful family to welcome us. One of those charming nieces made all the alluring cakes that melted in your mouth. Then there was ice cream, and a wide range in sandwiches, and tea and coffee—I am working backward because it was the cake you saw first and wanted all the time—oh, it was a real party! Didn't you wish you had fine, upstanding nephews, too, lads not in the least bothered by a crowd of women?

Gerty had her usual gang, dusty, hot, and happy after a strenuous hike up and down Strawberry Canyon. It was reported that Dr. Crockett got lost but four times. Many thanks, Clotilde, for that joyous party. All who went were glad and all who didn't should be sad.

E. S. A.

DRAMATIC NOTES

With our BIG event looming on the horizon, members of the Dramatic Section are working like a band of beavers in an endeavor to present, for your entertainment, something unique, the like of which has not before been attempted by this group.

On Wednesday of each week, at 7:30 p. m., Mrs. Hackett puts us through our paces at her studio, 1337 Sutter Street, and on September 11, at this hour, members of the Choral will meet there with us for a combined rehearsal. Be on the lookout for further announcements.

B. WALTON, Secretary.

ADVERTISING NOTES

Dancing offers mental stimulation and physical relaxation. Note message of the Pataky School.

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CONVENTION HIGHLIGHTS

(Continued from last week)

Florence Stahl, Bay District President, gave her impressions from the standpoint of how the Bay District may co-operate in the National program. She brought out the need for courageous women, fearless and strong in the world's battle for justice, ready to cultivate a more dispassionate presentation and reception of ideas, a greater tolerance and readiness to listen, and elimination of self for the betterment of the group.

The evidence of the growing co-operation among women was demonstrated in the International radio hook-up with Rome, so graphically described that we could all but hear the strains of our national anthem played in Rome, followed by the Italian anthem and Dr. Casalavi's greeting. A handclasp spanned the miles and "we all were sisters one."

Much more could be said of evidence of co-operation but the challenge of the convention "Making Democracy Effective." It can, however, be summed up in Miss Stahl's concluding statement: "If you and I, followed by earnest women of the future, are to save democracy, we must awaken to the fact that life and business of the city, state and nation, and the world is our responsibility, our business, and we must prove worthy of the trust resting with us."

None the least of the by-products were the Pacific banquet and the trip to Victoria, both so graphically told by Charlotte McClelland. At the banquet about three thousand women were seated about the tables. The menu was cleverly worded to signify everything Pacific marine, from the tropical orange blossom cocktail to the steam schooner coffee. Many notables were presented, including the Governor. Good talent presented a pageant representing two voyagers going from the Southwest to the Arctic. As the stage was set for Alaska, Hawaii, Japan, China, Russia, Mexico, and our own Northwest, the peoples of each place entertained the two voyagers in native style.

The trip to Victoria was on the beautiful steamer, *Princess Kathleen*. The delegation dined at the Empress Hotel, where the mayor extended hospitalities. Shopping tours and sightseeing trips were conducted throughout the city. All felt that the Province of British Columbia had fulfilled her responsibility to make her American visitors happy. Charlotte and Margaret enjoyed the distinction of being called foreigners by passers-by while there.

Margaret Torreyson in summing up the highlights and pleasing incidents that go to make up a convention expressed appreciation of the privilege she and Ethel Johnstone had enjoyed in being able to work close to the State President and to be of use to her in many ways.

She mentioned the international radio broadcast from Rome, as did several others. One recommendation along international lines was that the clubs in educational centers, where there are foreign students promote a feeling of harmony between the American woman and the international woman.

She outlined several recommendations and resolutions in legislative matters in a very lucid and attractive fashion and we only regret that space will not permit us to outline them more fully.

One session of the convention was held in the wee small hours of the morning, after the Pacific banquet, and it was at this session that the membership cup was awarded to California, as a permanent trophy.

Additional remarks by Misses Woodall, Fitzgerald, and some of the visitors, followed by the singing of *Goodnight, Ladies*, concluded one of the finest and most enthusiastic meetings we have ever had.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITIONS

Positions vacant: Graphotype operator; salary \$70; addressograph operator; salary \$90.

Examination September 14. Age limit, 18-35.

Titles of positions vacant will be published weekly in THE BUSINESS WOMAN. For further information please consult the bulletin board in the club rooms.

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San Francisco

The Business Woman

SPECIAL COLLECTIONS

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

SEPTEMBER 21, 1935

No. 38

Weekly Program



Coming Events

September 23—Civic Section, 7:30 P. M.

September 26—Choral Section, 6:45 P. M.

September 26—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Lena O'Connor

Barbara Greene

Irene Sheehan

Lucile Cordrey

Louise Buck

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

RADIO

Our next radio broadcast under the auspices of the *Women's Institute of the Air* program will be given by Thelma McGuire, Tuesday, September 24, at 1 P. M. Her subject will be *The Effect of Modern Life on Our Eyesight*.

CHANGE OF ADDRESS

Bowles, Leslie (Mrs.) (Esther L. Miller)
471 27th Ave.—MONTROSE 7676

Greene, Barbara (Miss)
524 Sutter St., Cartwright Hotel
GARFIELD 2865

NEW MEMBERS

Two new members have recently been added to our list. We most heartily welcome them and hope that they may enjoy our activities.

van Doesburgh, Melissa de Vries (Mrs.)
2890 California St.—WEST 0818
Probate Researcher
1019 Balboa Bldg.—SUTTER 5216

Loewenstein, Beele A. (Mrs.)
1850 Gough St.—ORDWAY 8460
Parliamentarian

CIVIC SECTION

Next Monday night, September 23, Mr. Herbert Williamson, from the office of the State Labor Commissioner, will speak to us. The activities of this department are vaguely known to most of us, and we shall be interested to have Mr. Williamson explain them. He has some information to give about unemployment among women, which will undoubtedly be helpful to the section in the survey it is making.

Come and help fill the club room. We shall have some announcements which you won't want to miss. And we have an evening planned which we are sure will not leave you bored.

L. STIVERS.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITIONS

Positions vacant:

Senior Cereal Chemist; salary, \$215.

Supervising Cereal Chemist; salary, \$250.

Both examinations September 28. Age limit, 23 to 50.

MINSTREL SHOW

If you have not already done so, get your tickets NOW for that Big event embodying the combined talent of the Dramatic and Choral Sections.

October 8 at 8:15 P. M. is the date.

Community Play House is the place.

Colored folk always lak' applause, and this here band will surely pop the diamond studs from those white shirts to please a FULL house—don't disappoint them. They're working nite'n day to furnish something unique in the way of entertainment—and you will miss the treat of a lifetime if you don't see Rastus and Tambo, those perfect end men, and hear That Interlocutor "inter-lock."

SEP 20 1935

The Business Woman

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Club meetings are held first and third Tuesdays.
Business meetings are held following dinner, the
first Tuesday of every month. Program meetings
take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enaid C. Jones
2890 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Lee Seares
Mary Knight

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Second Vice-President.....Nell C. Boardman
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Membership.....Hazel Oppenheimer
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
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CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Finance.....Alice B. Kennedy
Historian.....Mary F. Mooney
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

PROGRAM

Remember October, during the week commencing October 14th—we of San Francisco are to celebrate a CENTURY OF COMMERCE.

Our Club holds its Program Dinner on the Night of Tuesday, October 15th, and we are to have a fine talk on the subject of *Bridges*, quite in line with the spirit of the event—what say you!

GERTRUDE D. TUBBS, Program Chairman.

CO-OPERATION

Have you seen Rose O'Brien's Fashion Studio since it has been redecorated? Rose being a firm believer in co-operation had our Margaret Bell, interior decorator, do it over, and needless to say, it is beautiful to the nth degree.

MARGARET BELL

Invites all club members to

TEA

Saturday afternoon, September 21

from three to seven

3065 CLAY STREET

CLUB NOTES

MARGERY SHAFFER

Ethel Woodruff Sullivan dropped in to say hello last week. She is very enthusiastic about her ranch home and tells us the garden, watermelons and chickens are co-operating very satisfactorily. She wished to be remembered to all.

Jeanne Goodwin Peck and Blanche Newton recently returned from a delightful trip through the State of Massachusetts, just vacationing. They both send greetings to their many friends.

Another member who never forgets her old friends and acquaintances is Mabel Pinger. Although she is a very busy person with a greatly varied life, she takes time off for reminiscence. Her brother and family from Cleveland recently visited her and together they had some wonderful drives through Ohio.

We, as a group, appreciate the activities of all sections of our Club, but when visitors laud us to the skies, we feel our goal is establishing itself. Lillian H. Gaddis of Park Ridge, Illinois, says she will never forget the hospitality of the "ideal American city of San Francisco." She is to address her B. & P. W. Club, and her subject will be on our various sections and what they are accomplishing. Another feels the same way,—Theodora Purington of the Auburn, California, Club is speaking to her club members on "the splendid group of women and the diversified activities of the San Francisco Club." It is this recognition and co-operation that make for a bigger and better organization of womanhood.

Mabel T. Johnson, with a friend from New York, has been traveling throughout the West and down into Mexico. So many places of interest were visited but space will not permit enumerating them.

Cathryn E. MacLean wishes to be remembered to her old friends and hopes if any are in Sacramento they will look her up.

We are happy to know that Margaret Bell, who has been under the weather, is well again. It is no joke to a busy person like Margaret to be ill; it rather curbs her active life for the moment. We are all looking forward to a jolly time as her tea guests next Saturday afternoon.

Ida Lord's accident is now a thing of the past and we are all delighted to know she is back in circulation again.

The Thursday Nighters have missed their official tea-maker, although the pinch-hitters have exercised their talents beautifully in culinary arts. Allene Schuerbrock has vanished to parts unknown, but on her return, her trip and experiences will be related.

Lucile Cordrey's extended vacation is over. She enjoyed it immensely; saw so many places and

MINSTREL SHOW, OCTOBER 8th

things that she says it all seems like a dream. Come to think of it, haven't a lot of our members traveled far, wide, and handsome this summer?

Esther L. Miller, now Mrs. T. A. Bowles, was married July 21. One of her bridesmaids was A. V. Bowyer. This young couple spent their honeymoon at Yellowstone Park, and are now located in San Francisco. Although it is rather late, we extend best wishes to both. Four weddings this summer are quite a record; if it keeps up, plans may have to be formulated to start a "B. & P. W. Husbands' Club," who knows?

R. C. A.

Girl Friends, I want to wage sentimental for a line—or—two. There are members, who in other days were the stalwarts in our pioneering; distance, finance, changes—have dropped them from our roster, but not from our memories, nor us from their hearts. They still peruse our BUSINESS WOMAN and keep a thread of intimacy with us; send me invitations to "bring your group and enjoy a bite, a cup of tea, etc." Real hospitable invitations, right from the shoulder—no slushy stuff! I'll name you three: Jessie Eckles, Estelle Walker, Eleanor Robson. Fine women, and I am thrilled that, though not with us in the flesh, in spirit they still carry along with us Business Women! We'll accept in due course,—but right now—O—H!

Such a month! District Meeting, Teas, Birthdays, Minstrelsy, Mexico fervor—what space can I crowd in for a walk! How's Sunday, October 27th! We should be Sunday-passing and looking about our city—see what's going on—eat and jolly-fy! Hold the date!

GERTRUDE D. TUBBS, Recreation Chairman.

ETHEL CARROLL

Ethel Carroll died on Saturday morning, September 7, after a brief illness.

For many years, she had been a highly honored member of the state librarian's organization and our own California Federation of Business and Professional Women's Clubs, Inc. We could always count on her clear, constructive thinking and action.

Her many, many friends all over the state will miss her and mourn for her. In San Francisco she had a host of friends who sympathize with her family in their bereavement. Knowing Ethel as we do, we can realize what her death will mean to her family, to us, her friends, and to her community.

I. M. R.

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THEATRICAL FORECAST

Mrs. Gretchen T. McCutcheon, reader of current plays, associated with the Eva Smith Hackett Studio, recently gave an interesting and enlightening review over KYA of the plays of the past and coming season. She told us that the theater had taken on new activity and predicted some fine things for this fall and winter.

Her review of past plays was most enjoyable, but as we are more concerned about what is coming, we give the high spots of this phase of her talk.

We are promised quite a revival of Shakespearean productions, many of which will visit the Pacific Coast with the original cast. Among these, and not the least among them, will be Leslie Howard's *Hamlet*. It is said that his *Hamlet* is neither a lunatic nor a neurotic, but a gentle soul whose first contact with horror came with his father's death. Other well-known players, as Catherine Cornell and Kathryn Hepburn, will be seen in such offerings as *Saint Joan*, *Romeo and Juliet*, and *Pride and Prejudice*.

Mrs. McCutcheon dwelt on the fine artistry of Elizabeth Bergner and expressed the hope that this talented actress might be seen in San Francisco in the not too distant future. Miss Bergner's film, *Escape Me Never*, was mentioned as revealing her unusual talent.

Maude Adams promises to return to the stage this fall in an original play, and it is hoped that we may see her on the Coast.

This is only a short and very sketchy résumé of a very fine presentation of this theme and those who heard Mrs. McCutcheon on the radio were enriched thereby.

N. J. F.

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- RULE 2.—Watch your work, not the clock. A long day's work makes a long day short and a day's short work makes my face long.
- RULE 3.—Give me more than I expect and I will pay you more than you expect. I can afford to increase my profits.
- RULE 4.—You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt, or keep out of my shop.
- RULE 5.—Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.
- RULE 6.—Mind your own business, and in time you'll have a business of your own to mind.
- RULE 7.—Don't do anything here which hurts your self-respect. The employee who is willing to steal for me, is capable of stealing from me.
- RULE 8.—It's none of my business what you do at night. But if dissipation affects what you do next day and you do half as much as I demand, you'll last half as long as you hope.
- RULE 9.—Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.
- RULE 10.—Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.

Compliments of Duplex Water Percolator Co.

(This contribution comes to us from Dr. Susan Harris Hamilton.)

OPEN HOUSE

September 12

More than 57 guests enjoyed the September Birthday Party in the lounge Thursday night. The birthday table, adorned with flowers from the Francis Floral, was arranged diagonally, providing more space for the large number of guests, which included our own President Margaret, Nan Lawrence, and Edith Floyd. A happy group from Alameda arrived in two sections, one headed by the president, Dr. Burch, and the other by Junior Pa President Jessie. Margaret Bell was not present and Dr. Rae Morrow, who was ill, was represented by her mother at the guest table.

Here Comes the Bride added a thrill to the party when Ether Miller Bowles, a recent bride, arrived when she was accompanied by Mrs. A. Bowles. Why not a bride a month?

At the close of the bridge game, Constance Hendrickson entertained with a recitation. Grebbie, her assistants, and pinch-hitter (Maclaren) wish to thank Amanda Heuermann, Cornelia Seeley, Bertha Dale, and two unknowns for delicious cake donations, and Dr. Frieda Kruse for her donation, which was used to purchase candies for the bridge tables.

It has been noted by serving committees that tea kettles would expedite the serving of large open house gatherings. Have any of you suggestions to make regarding the provision of same? Two large tea-kettles would suffice.

ORA DEMICK

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SPECIAL COLLECTIONS SEP 27 1935
Left
Renee Pearson

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

SEPTEMBER 28, 1935

No. 39

Weekly Program



Coming Events

October 1—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

October 3—Choral Section, 6:45 P. M.

October 3—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn
Anne Reidy
Elizabeth Mowder

Frieda Korn
Mollie Gunn
Edith Nelson

SECTIONS
Book—Second Monday, 7:45 P. M.
Civic—Fourth Monday, 7:30 P. M.
Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Institution superintendent cook; salary, \$50 a month plus maintenance. Examination October 12.
Teletypewriter operator and stenographer; salary \$110 a month. Examination October 12.
Library aide; salary \$90 a month; age limit 18 to 35. Examination October 12.
Junior librarian; salary \$125 a month; age limit 21 to 35. Examination October 12.

R. C. A.

Sunday, September 29th (my error last week when I said October), we meander about town; gather at the old meeting place, Hearst Building, Market and Third, at 10:30. Buy a Sunday Pass. We'll go down around Rincon Hill—see what's what; journey to Coit Tower, glory in the views; travel to the ocean, walk down the esplanade, chow at Fleishacker's; thereafter, give the zoo the once over. That's a day-ful for twenty cents and your eats.

Shows are coming—gosh-darn-it, and right at a time to interfere with our Minstrelsy, our Mexico! Alas, we must be restrained.

GERTRUDE D. TUBBS, Recreation Chairman.

PROGRAM

October 15th—that's the day! Century of Commerce week! We join in with our Program Dinner and hear a talk on that every-day topic—THE BRIDGES. We'll hear of cat-walks and cable spinning and what nots! Keep the date!

GERTRUDE D. TUBBS, Program Chairman.

ADDITIONAL COMMITTEES

The president has announced the appointment of the following chairmen of additional committees:

Miss Clotilde Grunsky, Chairman of Education.

Dr. Frieda Kruse, Chairman of Health.

Miss Ednah Butler, Chairman of International Relations.

Mrs. Zella Kimball, Chairman of Legislation.

Mrs. Zilfa Estecourt, Chairman of Magazine.

These appointments were made in accordance with the suggestion from the National Federation that all clubs bring their committees up to National strength and thus facilitate the work of the organization.

MINSTREL SHOW—OCTOBER 8 at 8.15—is the date
COMMUNITY PLAYHOUSE—the place
55¢ and 83¢ reserved is the price

Be there to cogitate on the identity of that band o'colored folks—
it's to be a show unique

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies......05

Club meetings are held first and third Tuesdays.
Business meetings are held following dinner, the
first Tuesday of every month. Program meetings
take place on third Tuesdays.

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Treasurer.....Amanda T. Heuermann
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DIRECTORS

Elizabeth Adams Nan G. Lawrence
Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

THE MINSTREL SHOW

Our Minstrel Show is coming,
There's music in the air,
We hear the old-time melodies
Just wafted everywhere.
We hear "dem golden slippers,"
Then a voice, both sweet and clear,
Is singing *Swanee River*;
It's a song we love to hear.
They are gathered for rehearsal.
Come on! Let's take a peek!
You know the show is scheduled
For October's second week.
Mrs. Hackett is directing,
The interlocutor's in place.
There's Rastus, Tambo, Sambo,
Each has a smiling face.
There's Amos, Chloe, and Phoebe,
Mandy, Dinah, Jones;
Just listen to those end men,
How they can rattle bones.
Oh say! That cakewalk's clever,
And watch those dancing feet,
As they step with rhyme and rhythm
To the music's rag-time beat.
We are sure the jokes are funny,
Hark! Listen to them laugh!
We wonder who are targets
For their minstrel darts and gaff.
And would you think they're amateurs,
Club girls like you and me,
Who give their time and talent
For our annual jubilee?
And who among our members
Would want to stay away?
Forget your aches and troubles
And join us as we play.
Be sure applause is generous;
It helps so in a show,
And to our Minstrel Party
We hear you say, "Let's go!"

CORNELIA FARRELL.

BAY DISTRICT CONFERENCE THE SATURDAY DINNER

LOS GATOS, nestled among the foothills, where our Lillian Palmer resides, nearby, had its first Bay District meeting Saturday, September 14. The Hotel Lyndon was filled to overflowing.

Miss Florence Stahl, District President, presided and related the story of how Los Gatos received its name. This was illustrated by a large cat moulded in ice.

Miss Henri A. Rankin, Los Gatos president, gave the welcoming address. Then followed vocal and piano solos.

This district is also fortunate in claiming no other than Ruth Comfort Mitchell Young, who was the principal speaker of the evening. Her subject was *She Considereth a Field*.

After community singing, Lillian Palmer was called upon for some stories. Santa Cruz, Berkeley Stockton, and Los Gatos Clubs entertained with stunts.

By this time it was midnight. A few of us motored back to San Francisco, while most of the group stayed over for the conference.

M. B. "Just a member."

SUNDAY

The Sunday session of the Bay District Conference started with the usual get-together breakfast.

Immediately thereafter a short parliamentary drill class was conducted by Mrs. Belle Loewenstein first outlining the duties of the various officers and then a specific drill on the classification of motion and duties and responsibilities of members.

Various round-table discussions then followed.

At the Legislative round table, representatives of each club told of the work being done and the plan for the coming year. The subjects particularly stressed were study of vocational fields and of legislation. The Alameda Club called attention to a recent opinion of Attorney-General U. S. Webb on the unconstitutionality of laws preventing the employment of married women, since by our National and State Constitutions women's rights as citizens are the same as those of men.

The Public Relations round table discussed the Business Women's Week to be held in March and the formation of service councils.

The Health and Transportation brought out the suggestion that business women to keep fit should have a check-up on their health at least once a year and that they use their birthday as the date to do it.

International Relations round table was very interesting. This session discussed the best way to work out the International idea and it was suggested each club take a member of the International Club to correspond with. Clubs were assigned to the various clubs of the Bay District. It is the desire of the new International Chairman to make the Bay District 100% International. It was strongly urged that all club members read *The Next Five Years* soon to be obtainable on the bookstands.

The Research chairman suggested to the club chairmen that they form a committee of at least three members, preferably those who are not too busy, or who may have retired from active business life, or are not occupied at present. There is much work to do on the Research Committee which may not always be possible for those who have jobs. She spoke particularly of the vocational card index which has been started by your chairman. This is being made both alphabetically according to names and a cross index by vocations.

A survey of vocational guidance in the various communities, in high schools, clubs, and other organizations

ganizations should be made. (This activity has also been started by your Research chairman, and a report will be made shortly.) Mrs. Boren also mentioned the possibility of having in each club a vocational guidance committee, which might prove of value in carrying further the work of the Research and other committees.

Highlights of the general business session:
100% representation.

Motion to set aside the money that we made on the State Convention at San Francisco as a fund for future use by the Bay District in entertaining the State Convention at some future time.

The luncheon was presided over by our own Charlotte McClelland. The address by Mrs. Belle Loewenstein on *The Value of Co-operation Among Women's Clubs* was especially forceful, emphasizing the fact that any club in existence only for its own good is selfish existence and does not really prove the right for existence. That women's clubs must co-operate with each other for community service, for the protection of women in order to avoid discrimination against women, for social security and for the responsibility of taking an interest in the political situation. Individual clubs cannot accomplish this purpose alone, but by co-operation, multiplied interest and numerical strength a great deal can be accomplished through fuller understanding of the opportunity of working together. F. L. K.

THE FINALE—THE TEA

A glorious ending to a successful meeting was the reception given by our beloved Lillian Palmer and Emily Williams at their charming little hideaway, Wake Robin. Almost in a body the San Francisco delegation climbed the four miles in answer to Lillian's call. One could never suspect the charm that pervades the small woman-made house (for almost all interior finishing was done by Lillian and Emily). Tea was served on the porch overlooking the hills. The girls wanted to linger. Dusk was coming on and there was mountain road to travel, but still they stayed. The homeward trip brought memories of a pleasant week-end with a grand finale.

CONSTITUTION DAY

Birthdays were the order of the day on Tuesday evening, as we celebrated the natal day of our National Constitution, our state, and our charming president, Margaret Torreyson.

Small flags decorated the room and tables in honor of Constitution Day, we had a most enjoyable résumé of the early history of California for our state, and for our Margaret we had individual birthday cakes ornamented with tiny candles. In her further honor, we sang a little ditty composed by the program chairman, Gertrude Tubbs, and set to the tune of *Augustine*.

DAISY'S BEAUTY SHOP

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Manicure 25¢, Haircut 50¢

Shampoo, Finger Wave and Rinse 50¢

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Just a few doors West of the Western Women's Club

All day parking 25c—All night parking 50c

Gasoline, Oil, Lubricating—Washing and Polishing
Prompt and Courteous Service

A most revealing feature of the evening was the roll call, when we were asked to give our native states, as well as our names. So many loyal native daughters (and son) were there that we who were born outside of California felt like rank "furren-ers." It is easy to understand the spirit of San Francisco when one realizes what a large percentage of its citizens were born and have lived all their lives here. Why wouldn't they be content to spend their lives in such a place?

As it was the birthday of the Constitution, that document was read progressively by Margaret Torreyson, Ida Lord, Elizabeth Adams, Vivian Yarbrough, Anita Mayer, Bertha Dale, Hazel Oppenheimer, Mary Mooney, Ida Reed, and Ethel Johnstone. This was very entertaining and instructive.

The president then introduced the speaker of the evening, Mr. Lewis F. Byington, a native son of California, who has been prominent in the public life of San Francisco for many years.

Mr. Byington told us first that James Madison is supposed to be the originator of the Constitution, and not Benjamin Franklin, as many people believe.

He gave us a fine address on the early history of California, how San Francisco Bay was discovered by missionaries and named by Junipero Serra, the founder of so many California missions; of the building of the first houses, banks, hotels, etc.

As we followed through on the development of the community which was to rise on this peninsula, there grew in our hearts a deeper realization of the rich traditions which are San Francisco's heritage from those pioneers who were the forefathers of a great majority of those present on Tuesday night.

We all went home feeling that the evening had been more than well spent and thanking the program chairman and her committee for another rich treat to store up in our memories. N. J. F.

Little Things Are Terribly Important . . .

And it's Juell that specializes in fixing your clips . . . rings . . . bracelets . . . and so on . . . besides restringing chokers for 25c (and 50c, knotted) . . . also repairs on Swiss watches guaranteed . . . remember, 209 Post Street, Room 501.

Juell Graham

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Just a little *hole in the wall*, but here we convert your old hats into the most adorable individual models. Let's just show you. Perhaps a little tilt, a bandeau or what not is what you need. Prices? Unbelievably reasonable, of course.

508 Powell Street, below Tick-Tock

Does your time mean anything to you??? I'll say it does, so does your money. Then save both by shopping at

GREB-BIE'S

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THE "GREB-BIE" SHOP

515-517 Post Street, near Mason
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Special discount and monthly credit to MEMBERS

CLUB NOTES

MARGERY SHAFFER

Hazeldean Mitchell Snedden visited the club rooms recently and not only wished to be remembered to all the girls, but included best wishes to old friends from Charlotte MacCuaig of Chieo. Hazeldean has just returned from a two months' trip to Winnipeg and across into Minnesota, visiting relatives and old friends.

Visiting San Diego, San Jose, Sonoma, Tahoe, and other points of interest has kept Allene Schuerbrock pretty much on the hop. It won't be long now before she will be telling us in her humorous way of the many things she saw.

We were sorry to hear that Nettie Smith sprained her knee and hope she is able by this time to keep pace with her busy life.

A welcome was extended to Lillie Webster and her sister at our last dinner meeting. Lillie has been in Arizona for some time and having concluded her visit here was returning. So Lillie decided to take dinner with us, as it were, between trains.

As the Paul I. Fagan family were scheduled to leave the Islands about September 15, we can be looking for Minna Brown at the club rooms most any time now.

Going in search of the beauties and attractions of Old Mexico, Clotilde Grunsky left last week to be gone several weeks. Upon her return she will reveal the many things of interest, and inasmuch as *someone* will soon be traveling this same ground, it will behoove us all to listen.

Kindly change the address of Edith B. Lovell in your roster to 2363 Larkin Street. Same telephone number.

'Scuse us, Mabel Finger; we meant to say your cousin visited you, not your brother and family.

A very interesting and charming visitor was Dr. Mary Ryerson Butin of Madera, California. We were sorry not to have a more lengthy visit from her as she has the distinction of being the first woman in the United States to be appointed to serve on the Board of Health, an office which she held for eight years. Her résumé of the strides made from the time of her appointment until the present would have been, no doubt, very interesting to the laity. Perhaps she will pass this way again and be able to spare more time. *How about it, Doctor?*

Regardless of the best of intentions, errors will creep into our columns. May we correct a statement which appeared in our paper two weeks ago? The name of Etta Graff's husband is Mr. B. A. Slocum.

We are delighted to welcome Florence P. Kahn back home and hope she will meet with us whenever possible.

ADVERTISING NOTES

One of our members who has been doing a little scouting all on her own reports. "Did you ever stop to think," said she, "that some of our biggest finds emanate from the smallest sources? Take, for instance, 'The Hole in the Wall,' just below the Tick-Tock on Powell Street. Boy! What a find for thrifty ones interested in chapeaux, and who isn't! And here's another, just as good. On the fifth floor of the Howard Building you can have your antique jewelry *modernized*, or, if you prefer, your modern jewelry *antiqued*. Both are direct answers to a maiden's prayer." See their ads. elsewhere in THE BUSINESS WOMAN.

And while we are on the subject of advertisements, we never weary of sounding the praises of one of our most faithful advertisers and friends—GREBBIE. She is always ready with her ads, and backs up what she advertises, too.

THURSDAY OPEN HOUSE

Thursday Night Open House had considerable competition with a Program Dinner earlier in the week and Nan Lawrence's Traffic Club right next door on the same evening and a Bar Association dinner somewhere else requiring the presence of our legal lights. Anyway, there was a large group of anagram players who couldn't be lured away by anything, and a few tables of bridge players concentrating on their game, and several others who enjoyed doing nothing in particular for a change.

Bright Tatarian and her energetic committee saw that everyone was well taken care of and served tea as you like it, strong or weak, accompanied by dainty cookies so bountifully supplied by Belle Banz.

While those who stayed for the evening numbered only about thirty (considered a big gathering not so many years ago), many more than that strolled in to enjoy for a few moments that friendly informality which is sure to be found in the club rooms any Thursday night.

ELSIE MACLAREN

PAUL'S HAIR DRESSING SALON

Permanent Waves for Your Vacation

Croquinole, complete.....\$4.00

Spiral 5.00

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Incorporated

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ANGELO J. ROSSI, President

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

OCTOBER 5, 1935

No. 40

Weekly Program



Coming Events



October 7—Civic Section, 7:30 P. M.

October 8—Annual Dramatic Show, Community Playhouse, 8:15 P. M.

October 10—Choral Section, 6:45 P. M.

October 10—Thursday Open House, 8 P. M.

Hostesses

Josephine Rudasill

Allene Schuerbrock

Anne Attridge

Minnie Korn

Jean Kerrison

Pearl Parr

Ingeborg Fern

Constance Hendrickson

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

LOOK—A—HERE, CHIL'! Has yo-all got yo' seats fo' dat

MINSTREL SHOW

If yo' hasn't, Lorsy me, runs righ' awa' and gits yosef a pair

Prices am 83c an' 55c an' 25c—all seats is good seats

Tuesday Night, October 8th, at 8:15
Community Playhouse

Sich a nite dat's gwine ter be! Wait-'il yo-all sees dat

MR. INTERLOCUTOR: Lor, honey, yo' heart's gwine to fussel; and
MISSUS DIRECTRY HACKETT—done knows her stuff; and dat
MAD. MACKAY—Say, she am de leader of dat band; and den
MISSY MERLE—how her does rattle that pin-an-ny!

Chillen, when yo-all hears dem ole songs what you done heared at yo'
Mammie's knee—GOSH!

YES, S-I-R-R-R-R-R-R-REE, de's gwine to be

A HOT TIME IN DE OLE TOWN NEXT TOOSDY NIGHT—Shur nuf!

OCT - 4 1935

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Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

FOR YOUR ROSTER

Chauvaud, Olive (Mrs.)
254 Miller Ave., Mill Valley—M. V. 760-w
Montgomery, Antoinette (Mrs. C. W.)
324 Locust St.
Sweeney, Grace E. (Miss)
701 Post St.—ORDway 6626
Assistant District Manager
Caltex Sportswear

CIVIC SECTION

Next Monday, October 7, Mr. Williamson, from the Labor Commissioner's office, who was unable to keep his appointment with us September 23, will speak and supplement the information we received that night. An excellent speaker, with a fund of information—this is a meeting you can not afford to miss.

At the last meeting, Mrs. Ruby Nikirk, from the S.R.S., and Mrs. Mary Hutchinson, from the E.R.A., gave us many important pointers on the path our feet should tread in our new survey. Highlights from their talks: Workers over forty are slower, and no longer are there openings for them in their former fields: they must change their occupations. Our present economic system has no need or place for all the workers available and there are millions who will never again be gainfully employed. The problem must be met of finding means to employ them. Social legislation must be passed and ENFORCED. Many unemployed women are untrained and have never worked before, forced to do so by the depression.

Come next Monday night and see if Mr. Williamson agrees with these views. And PLEASE, the many of you who eat down town, we want to know you. Come to the "Y" and meet us at dinner at 6 o'clock, any Monday. Let's fill the small dining room there and come over to the meeting. This is an opportunity to make new friendships and to cement old ones.

LOUISE STIVERS.

CLUB NOTES

MARGERY SHAFFER

One of our old members living in Chico has been ill, but writes she is on the job again. Charlotte MacCuaig sends greetings to all.

We are sorry to hear that Margaret Dailey is under observation at a sanitarium in Alameda and sincerely hope nothing but a good rest develops. Best wishes from all the girls, Margaret.

One person we shall be delighted to see occupying a seat at the Community Playhouse on October 8 is Dr. Harriet Ward. She is gaining slowly but steadily and says she must see the Minstrel Show. So say we all of us!

Sylvia Kempton had a most enjoyable journey East and is using every minute to good advantage.

Time goes on and the advent of various duties keeps Dr. Gertrude A. Spriggs away from her *City by the Golden Gate*—however, she soon expects to be home. In the meantime she extends kindest regards to our members.

Friends of Mrs. B. A. Sloeum (Etta Graff) gave a delightful luncheon in her honor last week at the Western Woman's Club.

Anne Reidy is enjoying a visit with an old friend from Montana.

Margaret Bell also has a house guest.

Daisy Denis recently had an attack of laryngitis and completely lost her voice. Thank goodness it is better because when a woman can't talk she is in a bad way—so says mere man, but after all "the female of the species is more deadly than the male."

Another of our enthusiastic members left for a much cherished vacation last week, none other than Nan Lawrence. She expects to be gone for about three weeks on a trip to Montreal and vicinity to visit relatives and old friends.

R. C. A.

We all had a breezy day, a foggy day, and a glorious day Saturday last, just a cruising on our bay. There were sixteen of our brave lassies upon the excursion of the State Bar Association and we were right royally treated. At Paradise Cove we were anchored and feasted—you never could have had better barbecued steak! We had chatter and sunning and dancing and all too quickly we were en route for an inspection of the Golden Gate Bridge. "Tee-hee," said the fog, "only a squint at her foundations!" We arrived at our Margaret Bell's for tea, at the haughty hour of 6:15. Our welcome was STUPENDOUS! Finale—perfecto!

The activity of the moment: Mexico and Minstrelsy!

GERTRUDE D. TUBBS, Recreation Chairman.

NEW MEMBERS' RECEPTION

On October 17, the Reception Committee will honor the new members who have joined us during the past year. We shall be glad to greet them that evening at the Hospitality Center and a cordial invitation is extended to all club members to come and meet, and greet, and get acquainted with them.

BUSINESS WOMAN employed part time has five-room home to share in the sunshine belt of San Francisco, or will furnish room and board at a reasonable rate.

414 28th Street

Valencia 5153

ADVERTISING NOTES

Rose O'Brien's fascinating new creations will reveal the grace which you may acquire with one of Anita's youthifying corselettes; Anita can also fit you in a captivating uplift and youthful foundation which will add charm to your silhouette under a smart knitted sports suit from Roos Bros.

Are you looking for a new hair dress? See Betty's in the Liebes Building; or perhaps you are looking for a place to live? An attractive home is advertised in this issue. But if it is home-cooked food you crave, just ask the Husband or the Boy Friend to take you to the Y. W. C. A. Cafeteria.

See the ads. in these pages for more detail.

SIGNS OF THE TIMES

The splendid program on Constitution Day certainly proved that Government, history and song can blend into a symphony all harmonious, stimulating and enjoyable.

The reading of the preamble to the Constitution and a summary of its several sections and amendments reminded us that that document is not just another piece of paper, an historical document studied once or twice during school days and then forgotten—it has been the backbone of our Government, our guide and counsellor, our protection.

Reflecting on this program I thought of the first step on the "Stair of Progress Toward Effective Democracy," suggested by our National Federation and set out in the Yearbook, the August issue *Independent Woman*. The Constitution is the subject of one of three thought-provoking questions under the general heading of that step, "No Limitation Because of Class, Race, or Sex." That heading certainly fits very neatly into the timely study on Unemployment to be undertaken by our Club, together with other organizations, doesn't it?

We should be proud of our Club for sponsoring that study, proud of the women who will carry on the work, and proud of the contribution that study will make, not only to San Francisco, but to the entire country. It will be like a pebble dropped into the pool and causing a ripple that spreads into an ever-widening circle. We shall never know how far reaching that study will be.

The first step on the "Stair of Progress" brings to our attention what Government has to say about discrimination. The only discrimination there should ever be, is efficiency versus inefficiency.

In the last analysis, we are the Government—we select and elect those who act as the administrative body. We are indirectly responsible for their acts,

Betty's Permanent Wave Shop

we cater to the business woman

Appointments after 5 P. M.

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KEarny 2235

Y. W. C. A. CAFETERIA

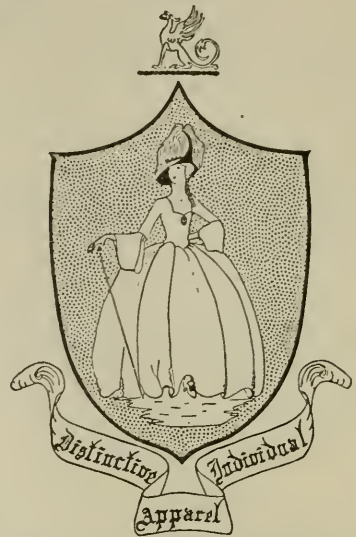
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Advance showing to club members
Values up to \$25.00—Special at \$10.75, \$12.75,
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THOMAS P. DAVEY

510 Howard Building, 209 Post Street

Phone GA rfield 8092

San Francisco

whether they are wise or unwise, economical or extravagant.

Municipal and national elections are coming along. It is none too early to put on our thinking caps and ask ourselves whether we shall consider unjust discrimination against others as well as ourselves, when we cast our vote.

I was reading about the little country of Finland the other day. All thought of class, race or sex has been entirely eliminated in that country for some sixty years. Men and women work, study and play side by side. Salaries and wages are based on efficiency, regardless of sex. Women have no difficulty in obtaining governmental positions and offices, because men recognize them as people of equal intelligence and capabilities. Sometimes we think these steps of progress we are working for originate close to home. All these ideas are international. As we open our thinking to reach "international borders," nothing can keep us from going forward and making the contribution justly expected of us.

SHIRLEY RADKE.

PROGRAM

That Century of Commerce Week draws nigh. We do our part at our Program Dinner, Tuesday, October 15th. Have two speakers to tell us of each of our bridges: That San Francisco-Oakland Bay Bridge, a monument of our time; that Golden Gate Bridge, the greatest accomplishment of our era. Fancy a suspension a whole long mile across that Golden Gate! Too colossal for my wee comprehension! Two gentlemen from the staffs of these enterprises will give us an interesting evening. That's Tuesday, October 15th.

GERTRUDE D. TUBBS, Program Chairman.

THURSDAY OPEN HOUSE

September 26

Bridgers all busy—(playing for Mexico tickets, I surmise)—anagram-mers playing for words—ticket sellers for the BIG SHOW—members who don't show themselves to us often—Esther Phillips, Letitia Farber — Lillian Carpenter — visitors — guests. Delicious cake, the thought of Daisy Bruhn, served so efficiently by Netta Jones and her hostesses. (But do we miss Allene's cheeriness? We do, say we and the hostesses, too.) All these made up another friendly Thursday.

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

Phone: EXbrook 0459

127 Grant Avenue
Third Floor

THE MARGARET MARY MORGAN CO.

Engraving · Printers · Publishing

619 CALIFORNIA STREET
SAN FRANCISCO

Phone DOuglas 0551

FRANCIS FLORAL CO.

Service That Satisfies

Flowers for all occasions

315-317 SUTTER STREET

DOuglas 5114

TEA AT MARGARET BELL'S

Saturday, September 21, Margaret Bell entertained in her new home from three until seven—incidentally, it was Margaret's birthday—and did she celebrate! If you were one of the two hundred or more guests you *know* she did.

The apartment, decorated by Margaret, is too lovely for words. Many were the ah's and compliments.

The dining table, covered with a green cloth and a profusion of flowers, was laden with delicious cookies and 1001 cute little sandwiches, so pretty to look upon—and were they good! Well, just ask Fredia Korn.

Nan Lawrence and Fredia Korn were seated at either end of the long table pouring tea. Edith Floyd prepared the coffee. Now you know how necessary Folger's is to *any* party. Delia, Margaret's sister, made all of the 1001 sandwiches—that seems to us something of a chore—and deserves a real cheer. Coustance Hendrickson and Grayce Dempsey were the right and left wing helpers.

It was delightful meeting Club friends in this fashion—we all wish Margaret, and her lovely mother, real joy in the new abode, and to Margaret *Many Happy Returns of the Day*.

G. D.

Only at

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in California

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

OCTOBER 12, 1935

OCT 17 1935

No. 41

Weekly Program



Coming Events

- October 14—Book Section, 7:45 P. M.
October 15—Dinner, 6:15 P. M.
Western Women's Building.
Century of Commerce Program.
October 17—Choral Section, 6:45 P. M.
October 17—Thursday Open House, 8 P. M.
RECEPTION TO NEW MEMBERS.

Hostesses

Elsie Maclaren
Allene Schuerbrock

Emma Gries	Mary Menary Giesen
Helen Mielke	Mildred Wurz
Lillie Anderson	Alice Jones

SECTIONS

- Book*—Second Monday, 7:45 P. M.
Civic—First and Fourth Mondays, 7:30 P. M.
Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CONTRACT!!!

Now that the Dramatic Show and the Trip to Mexico campaign are over, we can turn our attention elsewhere. The Contract lessons start Friday, October 11, for the advanced class, and Wednesday, October 16, for the beginners and semi-advanced. Price same as last year, six lessons for \$2.00. Mrs. McCurdy has a very nice course planned and we hope we can fill all the classes. Telephone reservations to either Mrs. McCurdy, ORdway 9866, or Caroline Baehich, (day) HEmlock 7317, (evenings) Market 3698. CAROLINE BACHICH, Chairman.

BOOK SECTION

Two books of universal interest will be reviewed and discussed at the next meeting of the Book Section, Monday, October 14th. Mary Mooney will review Willa Cather's *Lucy Gayheart* and Ethel Maxwell will review Bertita Harding's *The Phantom Crown*. Good books, good critics, we expect a banner attendance.

POLLY HATCH, Chairman.

BRIDGES

PROGRAM DINNER

Tuesday Night, October 15

Keeping Step with the Century of Commerce

We will hear two talks on the last word of Progress

MR. RALPH HUTCHINSON of the staff of San Francisco-Bay Bridge will tell us how we are connected with Alameda County

MR. CHARLES W. DUNCAN of the staff of Golden Gate Highway Division will explain the huge span which makes us one with Marvelous Marin
Theme Song of the Celebration: "Oh, Susannah"

TUESDAY NEXT—at 6:15

in the Ballroom, Western Women's Club

Please make your reservations now

OCT 11 1935

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies...... .05

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Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Lee Seares
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Treasurer.....Amanda T. Heuermann
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Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Calculating machine operator; salary, \$100. Age limits, 21-35. Examination October 26.

Junior typist-clerk; salary, \$70. Intermediate typist-clerk; salary, \$100. Examination November 2.

Junior stenographer-clerk; salary, \$80. Intermediate stenographer-clerk; salary, \$110. Age limits, 21-35. Examination November 2.

House mother, School for the Deaf; salary, \$65 plus maintenance. Examination October 26.

Hospital attendant; salary, \$50 plus maintenance. Examination October 26.

CLUB NOTES

MARGERY SHAFFER

About October 10, another of our members wafted away to the southland. Anne Joseph is enjoying a much needed vacation in the southern part of our grand and glorious State.

Minna Brown arrived home during the advent of a few gray days, which naturally made her long for the warmth and sunshine she had left behind in Honolulu, where she has been for the past several months. However, Old Sol heard her remark and immediately did his bit to keep her.

Margaret Bell says you have to get sick to find out how many friends you have. We know Margaret did not mean it this way, but the sum substance is that her many friends in the club cheered her back to health with their thoughts, flowers and messages and she wants to express her thankfulness to each and every one of them.

Recently Bertha Dale, Mary Baker, and Ethel Maxwell spent a few days at Tahoe. We all know how delightful the days are this time of year, but the nights almost call for red flannels and a woolly nightcap. Only one of this fair party prepared for a warm and comfy night's repose. Anyway, they had a jolly time.

Charlotte MacCuaig is back home in San Francisco and is staying with friends. We hope to see her in our club rooms enjoying our various activities.

Kindly change the address of Flora Y. Shaw to 57 Twenty-first Avenue. Same telephone.

From time to time our Editor will give a list of the addresses of new members and any changes of the old, printed in such a way that you can cut them out and paste them in your roster.

Our president, Margaret Torreyson, leaves October 12 for Visalia to conduct a legislative round table at the Fall Conference of the Central District of the B. & P. W.

Bertha Dale is having just one great time buzzing around at random. This year, Bertha did not outline any definite vacation itinerary; instead, she spends a few days here and a few there, and really she is getting quite a thrill out of "spontaneous" trips. However, she says she did plan one thing, and that is to be in San Francisco to attend the dramatic show.

The Century of Commerce luncheon recently held at the Palace Hotel was a true proof of how many women are civic minded and will band with the men to sponsor this prelude to the 1938 San Francisco-Bay Bridge Exposition. There were approximately 1500 present at this luncheon. Hulda McGinn acted as secretary to the general chairman, and Helen Doble participated as a "49-er Girl" in the pageant.

'Tis said that Nan Lawrence received so many affectionate greetings and friendly gestures on leaving for her vacation into eastern Canada that her heart was all a-flutter and she almost mistook gardenias for lilies; but we cannot quite believe Nan would lose her equilibrium that much, can we?

We are delighted to hear that Susan McGill is having a two weeks' holiday and is thrilled to know that she will make straight for "the Bay region and my own club." We shall be waiting to greet her as she was a real Thursday Nighter as well as active in other sections.

The Honolulu B. & P. W. Club is getting out a monthly bulletin and Minna Brown brought a copy of the second one printed. They are searching for a suitable name for their paper and one proposed

s *Lagniappo*, pronounced Lan-yap. This reminds our reporter of when she lived in New Orleans and at the stores they always gave you something as 'lan-yap,' meaning a little more than you pay for. incidentally, isn't this true of our own BUSINESS WOMAN,—we surely get plenty of lan-yap, do we not?

A WOMAN EDITOR LOOKS AT PUBLICITY

Edith Bristol, women's editor of the San Francisco *Call-Bulletin*, often a guest at our club parties and in general our very good friend, has written the bulletin for publicity chairmen which has just been released from New York by Pauline E. Mandigo, National Publicity Director.

Pointing out that, to obtain front page space, clubwomen must create front page news, Mrs. Bristol follows up with a list of Do's and Don't's which is a classic for apt phrasing and wit.

"To justify its use in a newspaper of general circulation, club publicity should be," says Mrs. Bristol:

"Timely—news of important events, in advance wherever possible.

"Local—we're all more concerned with our own home town than with any other.

"Brief—one short, pointed paragraph has a better chance of landing in print than a one-thousand-word article."

She also warns against being too stilted, too academic, and too remote. "Events move fast in the newspaper world. If your publicity chairman is the kind who goes home from a convention and assembles the complete program of events, and then mails it out to a dozen or so papers, she's almost doomed to disappointment."

"Business women's groups need more publicity," concludes Mrs. Bristol, "but whether first page or women's section, they can get only what they help to get. And the newspaper women will be the first to help them!"

VIVIAN YARBROUGH, Press Chairman.

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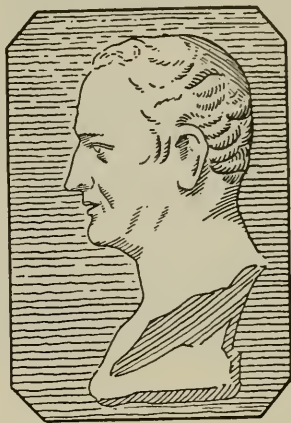
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OPEN HOUSE

Delicious cookies for the open house last Thursday evening were furnished by Ada Brace. We appreciate her generosity and also the fact that she promises to come up some time soon and tell fortunes.

On Thursday evening, October 17, a reception will be held for the new members who have come into the club in the past year. All the old members will want to come up and help welcome the new ones, and we are sure the new ones will not want to miss this special occasion in their honor. N. J. F.

CENTURY OF COMMERCE

Members—Your Attention!

The week of October 14th ushers in a week of celebration, commemorating one hundred years of commercial progress. A century back and this individual city of the now was a hamlet upon the water's edge. Varied festivities are offered and, briefly, let's check off:

Monday—the 14th: Public Luncheon at the Hotel Fairmont.

In the evening: Parade and general hilarity and speaking at Portsmouth Plaza.

Tuesday—the 15th: Our Program Dinner, Festival Song, and speakers upon the Bridges.

Wednesday—16th, and

Thursday—17th: Activities of the old days at Portsmouth Plaza.

Friday—the 18th,

Saturday Afternoon

and Evening (19th): Historical Extravaganza, "CENTURY OF ROMANCE," at the Civic Auditorium.

Saturday Night—the 19th: Grand Pageant from Portsmouth Plaza to Civic Auditorium. FINALE.

SAN FRANCISCANS—HEAR YE—MAKE MERRY! GURTY.

ADVERTISING NOTES

We hear much these days about pensions and economic security. Did you ever think how easy it is to build up your own future security by systematic saving out of your present earnings? Before making up your budget for next year, read carefully the message of the Wells Fargo Bank & Union Trust Co. on this issue.

It's the last quarter of the year and the holiday season is not far distant with its friendliness and kindly greetings. Give your friends a personal card, order now from Johanna; or the more lasting gift from Lewis, Inc.—jewelry, watches, novelties, and pretty leather bags. Park your car in the Olympic Garage while you shop and you'll have no annoying "tag" when you return.

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OUR CORRESPONDENCE CORNER

A card postmarked Boston comes to us from Sylvia Kempton. She says: "Arrived here today (September 27) after visiting Washington, Philadelphia, and New York. Stopped off at New Haven today and had a delightful visit with Blanche Newton. Unfortunately, Jeanne was away. Am enjoying my trip very much."

Then we hear from Clotilde Grunsky in Mexico: "Just to let you know what a marvelous time I am having. The landscape alone is worth the trip. The scenes of native life from the evening promenades in the plaza to the Indian-like pueblos overflowing with dogs, chickens, babies, and pigs are fascinating. Anyone who has not bought a Mexican trip should certainly do so at once. More when I get back."

R. C. A.

Sunday Pass Day was a honey! We rambled Rincon Hill, viewing the vast approaches to the Bay Bridge in the making; "Covered the Water-front" over to Fisherman's Wharf, for lunch. Out to the Legion of Honor to be entertained by an allegory on the "Life of Man," produced by the Guild Players and well done. Sunset found us at the Cliff House, bidding adieu to a well-rounded day.

Sunday next will be about our last trek out of town. Weather keeps us in San Francisco for the uncertain season; we have our Park, our beach, our many hills, etc. Sunday, October 13th, we take the 11 o'clock boat from the foot of Hyde Street over to Sausalito. We'll head out towards the Golden Gate Bridge, as far as they will let us go. Once used to be a great walk out there, but seems as soon as we get an out-of-the-ordinary trip—the government shuts the door! Poor us'n. If the day be nice—Oh, Gells! Remember where we luncheon—at the Sea Foam, right on the water's edge!

GERTRUDE D. TUBBS, Recreation Chairman.

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The Business Woman

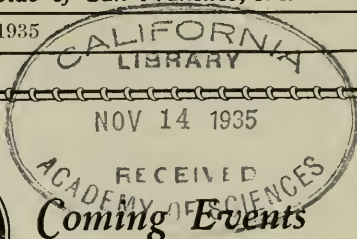
Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

OCTOBER 19, 1935

No. 42



Weekly Program



Coming Events

October 22—Dramatic Section, 7:45 P. M.

October 24—Choral Section, 6:45 P. M.

October 24—Thursday Open House, 8 P. M.

Hostesses

Ida Grebinar
Allene Schuerbrock

Ethel Ray
Lorraine Graves
Madelon Saxon

Ednah Butler
Bertha Hancock
Carrie Davis

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ATTENTION, PLEASE!!!

The witches and goblins will be out in full force at the Open House on October 31. Secrets of the past will be divulged, promises made for bright futures; lines form both to the right and left, precedence given only to those lucky ones whose October birthdays we celebrate.

RECEPTION COMMITTEE.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Institution housekeeper; salary, \$45 plus maintenance. Examination October 25.

Examination proctor; salary, 40 cents per hour. Age limits, 21-35. Examination November 9.

Chief examination proctor; salary, 62½ cents per hour. Examination November 9.

CHANGES FOR YOUR ROSTER

Bishop, Jene S. (Mrs.)
Broadway Terrace Library
5267 Broadway, Oakland—Piedmont 0749-W

Dempsey, Grayce (Miss)
1325 Pine St., Apt. 8

Shaw, Flora Yordi (Mrs.)
57 Twenty-first Ave.—Bayview 5276

Shaw, Ruth P. (Mrs.)
3040 Jackson St.—Walnut 7024

EXTRA YEARBOOKS

Margaret Torreyson has four extra copies of the August, 1935, *Independent Woman* containing the yearbook. Anyone desiring one of these copies should communicate with Miss Torreyson as soon as possible.

R. C. A.

Gone vacationing. Next activity, Sunday, November 17.

GERTRUDE TUBBS, Recreation Chairman.
(Best wishes from the Staff, Gertrude.)

APPRECIATION

As chairman of the Dramatic Section, I wish to express my deep appreciation to all the members of the Dramatic and Choral Sections for their hard work and untiring efforts in the preparation and presentation of the Minstrel Show; to Merle Curington who so graciously served us as accompanist; to those members of the club who helped so generously in the sale of the tickets; to the girls who so courteously and efficiently acted as ushers; and to the friends of all of us who honored us with their presence and inspired us to put forth our best efforts.

We extend especial thanks to our own member, Elsie Fear, who is not only an expert in her bead-stringing and jewelry business, but also knows how to win our undying gratitude by furnishing those handsome programs which were put into your hands at the show.

JOSEPHINE RUDASILL, Chairman.

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Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Education.....Clotilde Grunsky
Finance.....Alice B. Kennedy
Health.....Dr. Frieda Kruse
Historian.....Mary F. Mooney
International Relations.....Ednah Butler
Legislation.....Zella Kimball
Magazine.....Zilfa Estcourt
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary
Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

THURSDAY OPEN HOUSE

October 10

The Thursday group was still chuckling over the jokes of the Minstrel Show and were happy to have the opportunity to congratulate some of our talented members who worked so hard to make the Dramatic Show of 1935 the very enjoyable affair it was.

We were delighted to have a visit from Ada Margaret Brayton of Pasadena and we were also very happy to see Hazel, as membership chairman, getting some dotted lines filled up by some charming prospects.

Daisy Dennis brought some delicious cake, which looked like lots of calories, but, served with Allene's tea, just disappeared, pounds or no pounds.

Don't fail to save the 31st to celebrate with the October birthday girls, to say nothing of the ghosts and goblins who may visit us.

CLUB NOTES

MARGERY SHAFFER

Jene S. Bishop sends her love to all the girls and at the same time asks them to change her address in their rosters as follows: "Broadway Terrace Library, 5267 Broadway, Oakland, telephone Piedmont 0749-W." *Best wishes to you, Jene, from all of us.*

A few lines from Sylvia Kempton arrived on the day of the dramatic show, saying she hoped the show would be a success. She has had a most delightful trip through New England, and, where all was very beautiful, Sylvia still holds first place for California. She left Illinois relatives last Monday night and is home now, so it won't be long before she will be telling us in person of her journey instead of letting Uncle Sam carry her messages.

Yes, Sylvia, the dramatic show was a huge success and are we not proud of the splendid talents our business and professional women display?

Sophie W. Root is enjoying most interesting work with the San Mateo County Recreation Commission at Redwood City. She sends kindest regards to old friends.

Louise O'Hara is looking fine these days. While she was ill, she missed a lot of our activities, but if you noticed, she most nigh had a front seat at the dramatic show so she would not miss a thing.

Eleanor Walker, president, and members of the Credit Women's Breakfast Club were asked to take charge of the program as affiliates of the Retail Credit Men's Association at their banquet at the Clift Hotel on October 17. Thelma McGuire in conducting the program of the evening presented Carolyn Weber, Rose Bezek and other speakers.

Susan McGill is enjoying every moment of her two weeks' vacation here with old friends. She says she got dreadfully lonesome for all of us and many a time longed for a chat about worthwhile things. She says the valley is beautiful, unrivaled for scenery and natural beauty, but after being a business woman in a big city, we can understand just what she misses, can't we?

Assisting at the monthly tea of the National League of American Pen Women was Mrs. W. B. Hamilton (Ceil to many of us), who is lecture chairman of the Golden Gate Branch.

Did you know that among the many activities of Rose Bezek, she is secretary of the local Slavonic Alliance?

ADVERTISING NOTES

You need not fear if you leave it at Fear's—your most prized jewelry or pearls for repair—a confidence that is not misplaced.

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And that Magic-Cupboard! Yum! Yum! Anybody could have named *that* place for it is as if by magic those little Orientals come slipping about serving delicious hot pop-overs that have not been ordered.

"Grebbe" has always carried the larger sizes, but did you know that her smart new dresses include 14's and 16's? Look 'em over; they are good on the eyes.

Daisy is still doing a lovely shampoo, rinse and wave for fifty cents, and in the evening too.

There are one or two we've missed, girls, but "often yuh wants tuh *please me*, yuh will reads ebbery one ob de ads."

SIGNS OF THE TIMES

October is a month of mixed interests. The Century of Commerce celebration brings to the surface our spirit of fellowship and our civic pride. An announcement of the celebration states that the purpose of it is to enable San Franciscans "to show their civic mindedness."

Are we civic minded?

We have a glorious city, magnificently situated. How proud we feel to show off our shops, financial district, Chinatown, Fisherman's Wharf, our hills and parks, the residential districts, our drives, and any other features of particular interest to our guests or ourselves! Those of us who watched the city burn and rebuild feel even greater satisfaction. These are a part of our city, but not all of it. These should not comprise, wholly, the outward expression of our civic mindedness.

Real civic mindedness must include intelligent reflection on the government of the city, and wisdom on our part when selecting the personnel of that government. Civic mindedness does not mean that we must enter into politics or publish our stand one way or another. It does mean that we should take our stand and hold fast to what is best for the city as a whole.

In this connection, the October *Independent Woman* offers some stimulating and pertinent questions. What can we do to raise the standard of the personnel in public office? What qualifications are desirable in education, training, character, and experience for personnel in public office? If these don't challenge intelligent and wise thinking and acting, we're not very civic minded. There are other questions just as live—we should study every one set out in our magazine and answer them for our own good. They are listed under the heading, Efficiency in Government.

Speaking of the *Independent Woman*, did you read Miss Anonymous' *Shall the Weak Inherit the Earth?* Some of us have had to assume responsibilities that seemed unjust and unbearable, and some of us learned to rise above them as burdens—and thus found them to be bubbles. The reader may decide whether it is somebody's brain storm, and just who may be considered "weak" in such situations.

And that story reminds me of the closing remarks of Dr. Lillian Gilbreth in her talk before the San Francisco Center a week or so ago. Dr. Gilbreth should need no introduction to Federation members. She is one of the keenest thinkers in the world today, proud to be a Californian but really a citizen of the world. She was speaking of volunteer workers, but her message was just as vital for the so-called professional worker. She left us with the thought that we must strive for emotional or mental serenity. Having acquired it, we must pass it along to the end that activity will be brought to everyone and that the sharing of such serenity will help everyone to be happy in the work he or she has to do. Anything and everything worthwhile can be accomplished if we face our task with that rare but ever-available quality, and there is plenty of it for all.

SHIRLEY RADKE.

PRESIDENTS' COUNCIL

On August 26, the Civic Section decided, upon a motion by Dr. Crockett, following a suggestion by Mrs. Lowenstein, that we form a presidents' council to discuss employability of women. Permission was asked and obtained from the Board. Invitations were sent to presidents of twenty business and professional women's clubs in the city to meet with our president and the Civic Section chairman for dinner Wednesday, October 9. Fourteen were present. The other presidents who were invited will attend future meetings and asked to be informed of action taken. Plans were discussed. The one meeting with most favor was a plan for vocational guidance and personal counsel. The concrete result was a determination to form such a council and to study and investigate the employment situation. Each president will report back to her organization and ask its sanction to form such an association. The meeting was adjourned to Wednesday, November 13, when it will convene again to organize and plan more fully. It was inspiring to meet these women and discover they were all thinking of this problem, eager to take action, and praising our club for its leadership in such a movement.

Following is a list of the clubs represented: Am. Inst. of Banking, Sally Roehr; Bus. Women's Round Table, Elma Mansfield; Prog. Bus. Girls' Club, Miss Edwards; Credit Women's Assoc., Miss Tobin; Ins. Women's League, Maritza Barkofey; S. F. Org. for Public Health Nursing, Unit No. 9, Mrs. Snow; S. F. Women Physicians' Club, Dr. Bertola; Queen's Bench, Wanda Lahanier; Soroptmist Club, Grace Miller; Y. W. C. A., Business Girls' Committee, Mercie Wilson; Y. W. C. A. Club Leaders, Ruth Derby; Y. W. C. A. Vocational Chairman, Mae Robson. Other clubs, which will join later, are: Catholic Prof. Women's Club; Credit Women's Breakfast Club; Bay Unit Fed. Women Dentists; Hotel Greeters; Nomads; Travellers; S. F. Co. Nurses Assoc.; and Traffic Club.

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SUNNY SOUTH MINSTREL

Tuesday evening, October 8, 1935, will go down in our club history as one of the best and most unique of the Dramatic and Choral Nights we have ever had. I don't believe that there is anything which appeals more to us than a Minstrel Show, and when it is put on in the Show Boat fashion with all the songs of our childhood, it is a perfect evening.

The Community Play House was practically sold out, and if you were not "among those present," you don't know what you missed.

The "curtain raiser," *Swanee River* and *Robert E. Lee*, by the entire ensemble, led by that vivacious Katherine Aylward, gave the keynote to the evening. They came tripping on the stage gownned in those garments which are so characteristic of minstrelers. I assure you it was very hard to recognize who the different members were; in fact, some of them I never did figure out.

Susan B. Hamilton as "Mr. Interlocutor," dressed as the *S'uthern Colonel*, was her own inimitable self. By her witty introductions of *Rastus* Anita Mayer, *Tambo* Rose Bezek, *Chole* Betty Walton, *Phoebe* Lillian Elias, *Sambo* Mary Knight, *Jonas* Rae Morrow, *Amos* Florence Attridge, *Mandy* Nancy Foster, and *Dinah* Crete Crockett, she added much to the success of the evening.

Let Miss Lindy Pass and *Can't You Hear Me Callin'*, *Caroline?* sung by Mae Barr Long in her clear, lovely soprano voice, were delightful. When Elsie Maclaren gave us *Angelina*, you could just see *Angelina Johnson* swinging down the line. That old favorite, *Kentucky Babe*, rendered by the famous "colored" quartet, Ida Grebinar, Julia Petterson, Lydia Rogers, and Mae Barr Long, will long be remembered, as also will the duet, *Carry Me Back to Ol' Virginny*, by Enaid Jones and Rose Bezek.

Anita K. Mayer outdid herself in the recitation of *Mary Janes Doofunny's Weddin'*, and the "Potato" and "Dollar" exchange between her and Rose Bezek certainly was funny. That weird specialty dance by Rae Morrow and Elsie Maclaren

was quite different, and effectually done. I am still wondering how they grew "taller" or "shorter" in such a short space of time. *Mammy's Little Coal Black Rose*, sung by Josephine Rudasill and "Blackie," was excellent. I think it was some time before anyone realized that "Blackie" was Mr. Jack Long, the mascot of the Choral Section.

The cake walk was the prize of the evening's performance, done by Lucille Caesar, Lorraine Graves, Rae Morrow, and Ida Grebinar.

Alexander's Ragtime Band, by the entire cast was a fitting climax to a splendid "Show Boat," and we only wished that it could have lasted at least another hour. Eva Smith Hackett, director; Mme. Louise Mackay, choral director; Merle Curington, pianist; and Sylvia Hanson, dance director, are to be congratulated on the results of their splendid training. Ida Rose Grebinar, choral chairman, and Josephine Rudasill, dramatic chairman, are also to be praised for their untiring work in planning and giving us an evening long to be remembered.

After the program, the drawing for the trip to Mexico and fifteen other prizes took place. There were many hopeful hearts in the audience as "Blackie" shook the box well and our own little "piecanniny" drew out the winning number, B466, which was held by Mr. E. R. Grant of Oakland, and sold to him by Bertha Dale. Margaret Bell was the only club member to hold a winning number. Nell Boardman's sister and Nettie Smith's brother also shared in the prizes. And thus ended another Dramatic Night.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

OCT 25 1935

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

OCTOBER 26, 1935

No. 43

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RECEIVED
ACADEMY OF SCIENCES
Coming Events

Weekly Program



October 28—Civic Section, 7:30 P. M.
Election Program.

October 31—Choral Section, 6:45 P. M.

October 31—Thursday Open House, 8 P. M.
Hallowe'en and Birthday Party.

Hostesses
Bright Tatarian
Allene Schuerbrock

Belle Banz
Olive Chauvaud
Lydia Rogers

Lucille Caesar
Rae Morrow
Nell Boardman

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

COME ONE, COME ALL

Come listen, club members, and you will hear
Of goblins and ghosts and other things queer,
Of broom-riding witches, with lanterns that glow,
You'll see all these things at our Hallowe'en Show.
Your fortune we'll tell and games will be played.
To honor Birthdays we'll serve ciderade
With cookies and goodies. There's much more to tell,
We've learned from Belle Banz, Edith Floyd, and
Margaret Bell.

CORNELIA FARRELL.

CIVIC SECTION

Election day is November 5. Mrs. W. B. Hamilton has consented to give us an impersonal view of all the election issues and the candidates. In line with other work which Mrs. Hamilton does, she is watching civic affairs closely, and clipping all news pertaining to the elections.

One of the most enjoyable evenings we have had was last meeting when Mr. Williamson spoke to us of the work of the Division of Labor Statistics and Law Enforcement. His stories of personal experiences encountered in his work were more thrilling than much fiction we have read. Did you know that 22% of the people employed in California are women? That 15½% of these women are married? That many labor laws originate in the Department of Labor? Many more facts than these we learned.

Don't forget Monday, the 28th.

Shall we be seeing you at the "Y" first?

RADIO

As Civic Section Chairman, Louise Stivers will give a radio talk on the new Civic Section program. *The Employability of Women*. The address will be given on the Women's Institute of the Air program, station KYA, Friday, October 25, at 1 P. M.

GENEVIEVE ALLEN, Radio Chairman.

CONTRACT BRIDGE

We have two very enthusiastic classes in contract bridge this term, but there is one vacancy in each class. If you wish to join us, phone me promptly as another class will not be started until around December 1. Our first lesson was most interesting, with a review of the bidding, including some new short cuts in counting the honor tricks in two hands.

CAROLINE BACHICH, Hemlock 7317.

ADDITIONAL

Last week's issue of THE BUSINESS WOMAN did not tell all that took place during the Minstrel Show. There was a prologue, and a good one too. Cornelia Farrell as the Spirit of Play and Nancy Foster as the Spirit of Minstrelsy contributed a rollicking opening to the show. Cornelia, in flowing robes, told in her dignified way that she could not remain if such a low form of amusement as minstrelsy were to hold sway. Nancy gaily told her to move on as the evening was to be devoted to laughter, fun, and song.

We sincerely hope that Cornelia, out of character, enjoyed the show.

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 Treasurer.....Amanda T. Heuermann
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Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Nan G. Lawrence
 Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

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PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ADVERTISING NOTES

November 5 is election day. Do not forget to use that privilege of your citizenship, the right to vote. This paper is non-partisan in political affairs. Be sure to vote for *your* candidate. . . . You will be an enthusiast on weight reducing, grace producing exercises if you see a class under the direction of George Pring. . . . The Cartwright Hotel is in good location and has airy rooms. . . . Augusta Gillespie has classes for children as well as adults. . . . The Golden Pheasant is a good place to eat. We will be reminded of this fact each week for the next year. This is good business for both of us; drop in and find out for yourself. . . . Paul's is a convenient shop for club members between business and pleasure. Quick service. . . . Mary Eleanor's is open on Sunday from 11 to 4; a good dinner nicely served. . . . Those who play anagrams should know D-r R-e-e-d spells *comfort* in shoes.

ZILFA ESTCOURT SPEAKS AT MARTINEZ

Our magazine chairman, Zilfa Estcourt, was honor guest and speaker at the annual ladies' day luncheon of the Martinez Kiwanis Club, October 17. Newspaper Publishers' Week was being celebrated, too, by the Kiwanians, according to State Senator Sharkey, publisher of the Contra Costa Gazette, who invited Mrs. Estcourt to appear on the program.

Newspaper Work from the Woman's Angle was Mrs. Estcourt's topic, which she expanded with thrilling personal reminiscences of her work as a newspaper reporter in the Northwest and for the San Francisco Chronicle. V. Y.

CLUB NOTES

MARGERY SHAFFER

Nell Palmer is just one jump ahead of us. She has had a motorboat ride on the new lake of Boulder Dam and found the experience of going to the bottom of the dam very interesting. After two days there, she and her nieces left for Riverside and then on to San Diego. Nell sends regards to all of us.

Ida J. Lord and May Riley are spending a vacation together at Carmel.

A delightful visitor in the club rooms was Carmelita Woodworth, publicity representative for the Palace Hotel. She was keenly interested in our club activities and we hope to have her as a member soon.

Effie Gillespie visited with friends at Vacaville last week-end instead of spending it at her Marin home.

A program is to be given October 26 at their home by Claire Ingham and her sister, Mrs. Armbrust. We have heard these talented sisters, who never fail to please with their diversified presentation of readings and vocal selections. The program of this occasion is posted on the bulletin board at the club rooms.

Another member visiting San Diego and enjoying every moment of her time is Virginia M. Himes.

Our State President, Carolyn Weber, had a well-filled calendar for the month of October. Here are a few of her engagements:

October 12. To Visalia for Central District Conference as banquet speaker and to conduct the President's Round Table and a forum on Club Programs and Mechanics.

October 16. To San Francisco to attend a Chamber of Commerce luncheon to discuss *Better Citizenship*.

October 17. Guest speaker at the Retail Credit Men's Association banquet, speaking on *Facing Our Changing World*.

October 18. To Laguna Beach to the Southern District Conference on the 19th and 20th, as guest speaker. Her subject was *Women United for Effective Democracy*. On Sunday she conducted a forum on *Practical Application of Our Program*.

October 22. To dinner by the combined clubs of San Bernardino County.

October 23. To dinner by the combined clubs of Riverside County.

October 24. To dinner by the combined clubs of Imperial Valley to discuss the formation of a club at Mexicali under the Mexican Federation.

October 25. To dinner at clubs of San Diego County, the hostess being our newest club, "Southland Club of San Diego," at which Carolyn makes formal presentation of their charter.

October 26. Guest at Hotel del Coronado to hold conference with the Chamber of Commerce representative to formulate plans for the State Convention, May 15, 16, and 17, 1936.

Then home to the Bay region to prepare for the State Board Meeting to be held in Fresno, November 16 and 17.

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CHORAL NOTES

Now that you have seen the Choralers perform the difficult feat of singing and prancing around a stage, both at the same time, you know that they can tackle almost anything.

The Choral is being organized again for serious work. Songs that were dropped before the Minstrel Show are being picked up and as soon as a group of elections is ready, an invitation to sing over the radio will be accepted. For the holiday singing, Madame Mackay has chosen a cantata that rings with the joyful spirit of Christmas. Just wait until you hear the Choral sing it!

Welcome to Lillian Elias, who has announced her intention of keeping on with the Choral; also Julia Petterson, one of the newest members, who says it was Madame Mackay and the Choral that decided her to join the club. Aren't there more singers who would like to belong to the Choral? The time required is one hour each week, from 6:45 to 7:45 on Thursdays before Open House. The dues are fifty cents a month. It's good fun and excellent training, so come along, all club singers! Won't you come out next Thursday?
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SUPERVISOR

ANDREW J.

GALLAGHER

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Election November 5, 1935

Paid Adv.



OUR BRIDGES

Another delightful evening, planned by our program chairman, Gertrude Tubbs, was enjoyed Tuesday, when we were treated to two fine addresses on the bridges.

As this program was to commemorate Century of Commerce Week, the meeting opened with the singing of *Oh, Susannah*, the theme song of the Century of Commerce program.

Mr. Charles W. Duncan, of the staff of the Golden Gate Bridge, gave us an address illustrated with moving pictures of how this magnificent structure was first conceived in the mind of Mr. Strauss, chief engineer on the bridge, in 1915 when he was here attending the Exposition.

Mr. Duncan paid a glowing tribute to the genius of Mr. Strauss and to the manner in which he has developed this great enterprise. He stated that the Golden Gate Bridge will cost \$27,000,000 and that it will pay for itself from the day it opens.

Mr. Ralph Hutchinson, of the staff of the Oakland-San Francisco Bay Bridge, spoke of this project and illustrated with slides each step in its construction. This bridge is a combination of several types of bridges, including suspension and cantilever spans.

Mr. Duncan also paid tribute to his chief on this bridge, Mr. Purcell, who has had to work out many difficult and unusual problems in its construction.

Hearing these men who are so closely allied to this great task tell of the experiences and viewing the progress from the shore or from the ferries makes us realize that here truly is represented romance in steel and concrete and that here is an accomplishment that will probably not be equaled by anything we may see again in a lifetime. N. J. F.

PROGRAM

Again sez me: Check off the 19th of November, 'cause that's another Program Dinner, and this time it's going to be VERY SPECIAL. Western Women's Club—Ballroom—6:30—A GREAT BIG NIGHT. Next issue tells more.

GERTRUDE D. TUBBS, Program Chairman.

NEW MEMBERS' NIGHT

The club rooms were the scene of much merriment Thursday evening, October 17. It was the occasion of the annual reception to new members who have affiliated with the group during the year.

The hostesses were on their toes to make this a real reception, and as fast as the "tenderfeet" arrived they were placarded with identification tags—nor was this enough; that each should know the others, Elsie and Edith just waltzed them around and introduced them to each one present. Even the confirmed and serious bridge players were not annoyed at being disturbed, but greeted the new members joyously. Many old members were present who cannot always come. Our State President, Carolyn Weber, was there. All too infrequent are her visits. Charlotte MacCuaig bridged the distance from Chico, and it was like old times to have Mary Giesen serving on the hostess committee. Our own Margaret was there, too, to add charm plus dignity to the party.

And the eats! Hot coffee with real Southern gingerbread brought by the chairman (we are grateful to Elsie's mother) was a fitting climax to an evening of friendliness that was all too short. Not a new member present but expressed her appreciation of the reception so happily done in her honor.

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Vol. 12

NOVEMBER 2, 1935

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No. 44

Weekly Program



Coming Events

November 4—Civic Section, 7:30 P. M.

November 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

November 7—Choral Section, 6:45 P. M.

November 7—Thursday Open House, 8 P. M.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Lena O'Connor

Barbara Greene

Irene Sheehan

Lucile Cordrey

Louise Buck

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

It's the night before the election. Let's rally at the club rooms. Mrs. Belle Loewenstein, our member and United Parliamentarian, will talk to us about the formation of the Presidents' Council in Cincinnati and the work done by it. Mrs. Loewenstein is very kind to give us of her time and experience, and she has some interesting things to tell us. Let's all make an effort to attend the meeting, Monday, November 4. If we have time, and feel so inclined, we can talk elections, too.

Will we see you at the "Y"?

LOUISE STIVERS, Chairman.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITIONS

Positions vacant:

Physician and psychiatrist; salary, \$170 plus maintenance. Examination, November 30, 1935.

Student intern; salary, \$25 plus maintenance. Age limits, 23-40 years. Examination, November 23.

Senior intern; salary, \$50 plus maintenance. Age limits, 23-40 years. Examination, November 23.

Dental hygienist; salary, \$105 plus maintenance. Examination, November 23.

Surgical nurse; salary \$105 plus maintenance. Examination, November 30.

Physician and clinical pathologist; salary, \$200 plus maintenance for self and family. Examination, November 30.

Physician and internist; salary, \$200 plus maintenance for self and family. Examination, November 30.

Key punch operator; salary, \$90. Examination, December 14.

PROGRAM

Hoo—Hoo! Did you know our club has a birthday this month? And did you know we want to celebrate? And did you know we want you to be happy? An' How! The Ways and Means Committee feels full of life and promises gobs of entertainment, laffs and good fellowship—songs, too! The Program Chairman will follow-up with a fine speaker, who will talk upon "CONTINUING EDUCATION FOR ALL." We promise you an evening worthy of your attendance. And we want you to "dress-up" and look your prettiest.

NELL C. BOARDMAN,

Chairman Ways and Means Committee,
GERTRUDE D. TUBBS, Program Chairman.

AN INVITATION

Members of the San Francisco Business and Professional Women's Club are invited to the meeting of the Board of Directors of the California Federation of Business and Professional Women's Clubs to be held at Hotel Fresno, Fresno, California, November 16 and 17.

The hostess club is in charge of the Saturday night dinner and has planned a very interesting program. The speaker will be Dr. Hubert Phillips, Dean of Fresno State College. The topic will be *The California Constitution*.

Room rates: Single, \$1.50 and \$2.00; double, \$2.00 and \$3.00; three in a room, \$1.25 each. Meals: Saturday dinner, \$1.00 per plate, Hotel Fresno. Lunch at the new Omar Khayyam Restaurant. This will be an Armenian program, followed by a forum discussion led by Dr. Florence May Morse.

Reservations with Mrs. Burlingame.

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Executive Secretary

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RADIO

The next radio address to be sponsored by the club will be that of Mrs. Harriet A. Blockburger over station KYA, on the Women's Institute of the Air. The talk will take place Friday, November 8, at 1 o'clock. Her subject will be *Tolerance*.

GENEVIEVE ALLEN, Chairman.

OPEN HOUSE

On Thursday, October 24, a lovely and quiet evening was enjoyed by all. There were nine tables of bridge as well as the usual anagrammers. Madelon Saxon brought a guest, a B. & P. W. from Trinidad, Colorado, Mrs. A. J. Melchoir. She is now living in our fair city and, gals, a secret—a bride, too.

Mollie Gunn, Lorraine Graves, and Bertha Hancock donated cakes—and were they good! We also had a change of tea (not of heart). We served M. J. B. tea, donated by Cornelia Farrell, and enjoyed it immensely. Summing up the evening, it was a real treat and a pleasant night.

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CLUB NOTES

MARGERY SHAFFER

Dancing and Romance were the theme of an evening program by the San Francisco Brunch Club last Friday at the Sir Francis Drake Hotel. Two of our members served on the hostess committee, Helen Doble and Leola M. Good.

A vacation full of "see, saw and have seen" returned Nan Lawrence to our midst. Read elsewhere in this issue the highlights of her trip.

Kindly change the business address of Alice Kennedy in your roster to: San Francisco Art Gallery 550 Sutter Street, telephone SUTTER 5730.

Sincerest sympathy is extended to Elizabeth Mowder and her sister in the sudden passing of Mr. Percy Kisner. Elizabeth is now making her home with Mrs. Kisner at 1815 Elm Street, Alameda, telephone ALameda 6744-W.

Charlotte MacCuaig's stay in San Francisco was short and sweet. We were all delighted to see her again. Charlotte is now associated with one of the finest hostelries in the valley, the Santa Lucia Inn, Salinas.

Anne Joseph is enjoying a few days in San Diego, Los Angeles, and San Jacinto.

Edith B. Lovell's new home address is 2363 Larkin Street. Same telephone number.

Both Ida Lord and May Riley are busy at their desks again after several days' holiday. Ida reports that Carmel was perfectly beautiful, sunshiny days with cool nights making it ideal.

Nell Palmer is back from her trip through the central and southern part of the State, having visited at Boulder Dam, Las Vegas, Riverside, Los Angeles, San Diego, Banning, Palm Springs, Santa Barbara, and Santa Maria. Her only regret is that when she reached Agua Caliente there was "nothing doing."

The women's division of the Republican National Committee held a luncheon last Monday at the Palace Hotel. Among those assisting at this gathering were Annie Little Barry, Violet Neuenburg, Lee Seares, and last, but not least, Lillian MacNeill Palmer.

Gertrude Tubbs may have slid softly away after sending us little good-bye notes, but when we put our detectives to work this is what we found: Gertrude sailed from Los Angeles Monday, the 21st, on the White Star Line, bound for Mexico. She spent a few days at the Fair before sailing. She will be home by the middle of November.

NAN RETURNS

Nan Lawrence, who recently returned from the convention of the Associated Traffic Clubs held in Indianapolis, took advantage of the trip to visit childhood scenes in Ontario, Canada. Nan says she told her friends that not all the beauty was confined to California. The first frost of the season had tinted the maple woods with a glorious blending of autumn colorings, and even the moon seemed to outshine itself.

While in Toronto, an impromptu luncheon was tendered Nan by Miss Ethel Butler, president, and other officers and members of the Toronto B. & F. W. C. This was described as a delightfully hospitable organization, which maintains its own dining room, and members seem to take advantage of the sociability this affords.

Nan says it was a rare privilege to meet so many highly cultured, brilliant women.

SIGNS OF THE TIMES

Now that the goblins and witchcraft of Halloween have retired to their ethereal homes for another year, we can turn our thoughts to a last-minute 'conference' with ourselves on next Tuesday's election. Let's vote intelligently for the common good—otherwise, we might have to claim that a few goblins were loathe to leave us until they had played their mischievous hand at the polls.

The "goblins" remind me of the spiriting, friendly, well-written story in the *Independent Woman* of September, *She Carried a Spare Tire*. Now that spare tire isn't the goblin of excess avoirdupois encircling a once sylph-like form at the waist. Read how Anne and Nell dispelled the goblins of despair and want with their spare tires.

A step in that direction is the idea being carried out in an extensive manner through the nation-wide project of establishing centers for vocational guidance for men and women, particularly women, in need of employment. This endeavor to find new vocations, to "sell" them to those who cannot enter or return to fields already established and filled, and to instruct those who "buy" in the new vocations, is sure to prove the greatest blessing our people will have known for years.

This business of playing Santa Claus on a national scale must stop—even Santa Claus has to get his wherewithal from somebody or some place—and we all are thoroughly familiar with the breaking down of morale through one side doing all the giving and the other side doing all the getting. The combination of giving and getting is balanced, but either one in the extreme is unbalanced and unwholesome. People want to be active—and the sooner they are helped to activity, the sooner we will find employment, happiness, unselfishness, and co-operation again established throughout the land.

If the Presidents' Council, through considering the survey being made of employment for women in San Francisco, is led to establishing a vocational guidance center for this community, no greater work could be undertaken to meet the present need.

The answer to this vast problem is Education—the theme in our National Program for November, as designated on the Stair of Progress Toward Effective Democracy. Its exact title is *Continuing Edu-*

Y. W. C. A. CAFETERIA

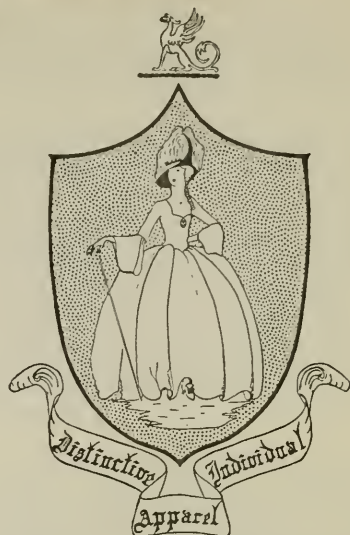
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Re-elect Him November 5th

Paid Adv.

cation for All, with subheadings: Education for work; Education for the good life; Education for service—all of them wrapped up in the educational program required for the effective type of vocational guidance under consideration.

As I listened to the speakers and studied the pictures of the spans across the Bay and the Golden Gate (our October program), I thought of the real bridges exemplified by these stupendous structures—bridges of expanding friendship, trade, commerce, broader understanding, stronger hopes, greater appreciation of the beauty that lies so close to us. The educational program of vocational guidance will bridge the gap between want and supply, despair and happiness, discontent and co-operation, and will comprise a structure of everlasting substance rising to heights and expanding in breadth far beyond the possibilities of achievement in steel and concrete.

SHIRLEY RADKE.

TRAFFIC CLUB INVITATION

Our good friends, the Women's Traffic Club, our own Nan Lawrence president, are planning another of their delightful dances. It will be held at the St. Francis Yacht Club, Friday, November 8. There will be bridge for those who do not care to dance. The tickets are \$1.25 and may be procured from Nan, Douglas 1760.

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The Business Woman

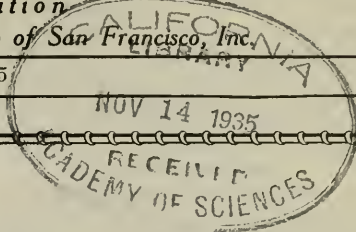
Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

NOVEMBER 9, 1935

No. 45



Weekly Program



Coming Events

November 12—Dramatic Section, 7:30 P. M.

November 14—Choral Section, 6:45 P. M.

November 14—Thursday Open House, 8 P. M.
NOVEMBER BIRTHDAY PARTY.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn
Anna Reidy
Elizabeth Mowder

Frieda Korn
Mollie Gunn
Edith Nelson

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

NEW MEMBERS

We take this opportunity to welcome two new members to our club and we hope that they will derive much enjoyment from our various activities:

Maguire, Helen F. (Miss)
Bellevue Hotel—GRaystone 3600
Teacher, Mission High School

Patterson, Julia (Mrs.)
60 Sanchez St.—Market 2092
Primary teacher, Jean Parker School

MARION SAILS AWAY

Our first vice-president, Marion Morris, is taking a well-earned vacation this month. She sails this Saturday, November 9, on the *Virginia* via Panama to New York, thence to Pittsburg, where she plans to spend the holidays with her family.

We all wish Marion a very pleasant vacation and hope that the holiday season will bring her much happiness.

BULLETINS AVAILABLE

The *Examiner* and THE BUSINESS WOMAN are two of the more widely read San Francisco publications, it seems. Both carried news stories on Edith Bristol's *Do's and Don't's* for club publicity chairmen, and an avalanche of requests for copies of her article has resulted. It has been attractively reprinted and copies are now available at the office of the *Call-Bulletin* and in our club rooms to members and any others interested in publicity.

VIVIAN YARBROUGH, Press Chairman.

NOVEMBER BIRTHDAY PARTY

November 14

Come, all ye gals who were borned in our month of Thanksgiving. Let us give you a party time, and perhaps we will all feel that our friendships are among the things we are most thankful for.

AN INVITATION

The Business and Professional Women's Club of Palo Alto will hold their annual Bazaar on Saturday, November 16, at 353 Lytton Avenue, Palo Alto. In addition to the sale of books, fancy work, food, etc., there will be fortune telling, palmistry and old-fashioned afternoon tea.

DRAMATIC NOTES

The Dramatic Section will again resume its regular course of studies on November 12 at 7:30, in the club rooms. Mrs. Eva Smith Hackett will be with us, at which time she will show us how interesting William Shakespeare is. As our lesson will be on *Julius Caesar*, if you have a copy, bring it with you.

We most heartily welcome all members of the club, new and old, who would like to visit our section on this night. We know you will feel that you will have spent an entertaining as well as an instructive evening.

ON THAT DATE WE HOPE TO HAVE SOMETHING OF INTEREST TO OFFER MEMBERS OF THIS SECTION AS WELL AS NON-MEMBERS. COME, BE ONE OF US NOVEMBER 12.

JOSEPHINE RUDASILL, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

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Recording Secretary.....Dr. Adah Ruth Taylor
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams.....Nan G. Lawrence
Margaret Bell.....Betty Walton

CHAIRMAN OF STANDING COMMITTEES

House.....Jessie D. McKinney
Membership.....Hazel Oppenheimer
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarbrough

CHAIRMAN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasill
Education.....Clotilde Grunsky
Finance.....Alice B. Kennedy
Health.....Dr. Frieda Kruse
Historian.....Mary F. Mooney
International Relations.....Ednah Butler
Legislation.....Zella Kimball
Magazine.....Zilfa Estcourt
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

ADVERTISING NOTES

These first nippy days certainly should take us to Benioff's. Their furs were never more beautiful. . . The Smart Studio is filled with exquisite types of their work. It is worth your time to see them. . . The shelves at the Camera Shop are just running over with Kodaks. Whom do you know that wants one for Christmas? . . . Something free this week at the Band Box. See Mrs. Burlingame for credit slip for this service.

For Christmas—

ONE BEAUTIFUL

8 x 10 Portrait \$2.50

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San Francisco

CLUB NOTES

MARGERY SHAFFER

Marie MacDonald Jensen is chairman of a committee appointed by the Stanford Alumni Association to study the feasibility of adding a Social Service Course to the curricula at Stanford University. *We shall be interested, Marie, to hear the ultimate decision.*

Anne Joseph is home from a very enjoyable vacation. The change did her a lot of good, and, having shaken her heavy cold along the way, she is as a "chipper" as ever, don't you know!

My! oh my! What a Hallowe'en and Birthday Party! Every minute was filled to overflowing with surprises.

Before Gertrude Tubbs left for Mexico, she arranged all announcements, so we are not left bewildered as to our programs while she is away. Gurty has done a fine piece of work and presented some splendid speakers, has she not?

You will be delighted to hear that Mary Crookston is now resident manager of the Green Shutter Hotel and Coffee Shop at Hayward. In addition to this, she will continue to outline itineraries for those interested in travel. A week-end rest, near home but away from the city, where all modern conveniences, delightful surroundings and distinctive food are featured, should appeal to the busy business woman. *Best wishes for your success, Mary, from all your old friends in the club.*

More spooks appeared at the invitation of Rose Bezek to a Hallowe'en party. Knowing Rose as we do, we can well imagine the pranks she planned for this group of friends.

Our president, Margaret Torreyson, was the recipient of a delightful dinner party recently given by Violet Neuenburg at her home. The coterie of friends invited on this occasion were Judge Theresen Meikle, Dr. Margaret Chung, Ida Reed, Bertha Dale, Lucia Steidel, Carolyn Nelson, Elizabeth Adams, Marion Morris, Louise O'Hara, Caroline Bachich, and Vivian Yarbrough.

Did any of you hear Cornelia Seeley's plea over the radio last week for books and magazines? Any discarded reading matter will be appreciated by the Seamen's Church Institute. Just telephone them, KEarny 5144, and a "pick-up" order will do the rest. These men revel in any literature whether it be old or new editions.

CORRESPONDENCE CORNER

Ada Brace, who has been ill, sends the following message to Merry Sunshine:

"Thanks . . . for the card and good wishes, which helped a lot to speed my recovery. I am feeling much better today and hope to be out next week." Whene'er you're sad and lonely, sick or sorta blue, There's one who ne'er forgets you, Matilda, dear, that's you.

When you have a birthday, so old, the day you rue, Who so cheerfully reminds you? Matilda, dear, that's you.

This query oft assails me, and many others, too: "How do you learn the secrets of the many friends you do?"

Who then seems to find the time, and earn her living, too, To be a Merry Sunshine? Matilda, dear, that's you.

R. C. A.

Hold that date—Sunday, November 17th—'29 'Cause we'll be a-walking down the beach, rain or shine—we WALK. Details next issue.

GERTRUDE D. TUBBS, Recreation Chairman

22

THANK YOU, MARY

Have you noticed the quantity, as well as the quality, of advertising in THE BUSINESS WOMAN or the past few weeks?

We owe this to our new advertising manager, Mary Knight, who has worked almost ceaselessly to bring in this great number of ads.

Mary is one of our very newest members, too, and we want to here publicly express the appreciation of the remainder of the staff, and we are sure, of the entire club, for the fine work she has done.

Mary asks no other reward than that we will patronize our advertisers and express to them our gratitude for their business.

BOOK SECTION

At our last meeting, two fine critics reviewed two recent books of widely different character. Ethel Maxwell reviewed Bertila Harding's *Phantom Crown*. This is the story of the ill-fated Carlotta, the empress of Maximilian of Mexico. The book tells a tragic story of European court intrigue resulting in the execution of Maximilian of Mexico, and the mental collapse of Carlotta. It is a good historical biography.

The other book, reviewed by Mary Mooney, was Willa Cather's most recent publication, *Lucy Gayheart*. This is a simple story of a simple small town girl who goes to the nearby city for musical education. There she hears the singer, Sebastian, and is completely carried away by his personality. Chance brings them together. He is charmed by Lucy and for her the rest of the world ceases to exist. On a trip to Europe he is accidentally drowned. Lucy returns to her small town, but for her life has changed completely. She seeks the forgiveness of her youthful small town lover, fails to get it, and is herself accidentally drowned. The story does not offer a remarkable plot. It does contain the usual Cather understanding of the simple people of an American small town. While it may not be Willa Cather's greatest work, it certainly does contain the elusive charm this writer somehow manages to create whenever she touches pen to paper.

Since the second Monday of November falls on Armistice Day, the section will meet instead on Monday, November 18. The program will be announced in next week's BUSINESS WOMAN.

P. R. H.

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BIRTHDAY PARTY AND PROG.

Time draws close for our *BIG CLUB BIRTHDAY PARTY* on Tuesday night, November 13. Our dear old club celebrates its nineteenth birthday, on the nineteenth—how's that! The Ways and Means Committee is handling the party and they have ideas of pep and music and clever nonsense. There is a skit, too, with our Charlotte in tears, and you know how adorably she cries! We'll sing, be merrie—verrie, verrie merrie! And, Dears, when you are to the brim with frolic, the Program Chairman will function.

The National Program of our organization, in its August issue, sets up a *Stair of Progress*. The step for November is termed *Continuing Education for All*. Thusly, I am, indeed, happy to have procured Dr. Edwin A. Lee, Superintendent of our School Department, to address us on this most interesting subject. We are confident this talk will be a fitting climax to an outstanding evening.

Oh, and let's be dressy—let's wear our evening gown—if we have one; if not, our prettiest dress—let it be a real party—let's be happy as kiddies!

NELL C. BOARDMAN,

Chairman Ways and Means Committee.

GERTRUDE D. TUBBS, Program Chairman.

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145 KEARNY STREET

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San Francisco

DOuglas 7658

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As introductory offer we will clean and
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One hat only — FREE — For ten days

SAFETY

On every hand we read and hear of the many things being done by our public officials in an attempt to cut down the appalling number of traffic accidents which pile up from year to year.

Along these lines the following statistics, furnished by the California Automobile Association, are both enlightening and staggering:

In California in 1934 more than 2,000 persons were killed and 45,000 injured in 32,739 traffic accidents. This toll marked the high record for all times.

But 1935 has even a bigger record, for the seven months ending with July 31 have exceeded the same period in any previous year for traffic accidents. Here are the figures for the past three years:

ITEM	1933	1934	1935
Accidents	17,466	18,066	18,235
Persons killed	1,233	1,466	1,430
Persons injured	23,851	24,967	25,407
Drivers involved	26,264	27,559	27,671
Pedestrians involved	5,048	5,137	5,310
Vehicles involved	26,691	28,026	28,331

The problem of the intoxicated driver (and this paragraph is quoted direct from the CSAA report) continues to be one of the major factors in the traffic accident situation. During the past two years the number of persons involved in accidents who had been drinking has steadily increased. This progressive increase has occasioned great alarm among all groups interested in the safety movement. Liquor and gasoline do not mix and the drunken driver has no place upon our streets and highways.

Another appalling feature of the traffic accident toll is the large number of aged persons who are annually killed and injured in automobile accidents. In 1934, 8,409 persons of 50 years or more of age were injured. This includes both pedestrians and drivers.

With facts such as these to ponder, it is high time we all began to wonder just what we individually and as groups of society may do to help reduce these figures.

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PRospect 1029

HALLOWE'EN AND BIRTHDAYS

Birthdays, Hallowe'en, and new members' reception made October a busy month for the Reception Committee. With a view to saving a Thursday night, the Hallowe'en and birthday parties were combined to make one glorious evening of fun and hilarity.

Beginning with the most appropriate hobgoblin decorations, progressing through the games, fortune telling and brain and skill testers, and on to the delicious refreshments, it was one grand surprise and thrill after another.

We did not realize how many artists we had in the club until we saw the pigs which were produced by blindfolded wielders of the magic pencil. Marksmanship also made a high average with those who took a shot at poor little Mickey Mouse.

It was like a three-ring circus. There were so many things going on all the time that we had to miss a lot of fun because of inability to be in more than one place at a time.

Several guests were present, including the beloved mothers of some of the members, and the membership chairman was busy as usual signing up new members.

So many different persons participated in making this party such a wonderful success that we do not dare try to mention names lest we leave some out, but everyone present appreciated the hard work and liberality of all those who helped with the decorations and entertaining and who furnished the ice cream and oodles of cake, to say nothing of the quantities of candy that passed around time after time during the entire evening.

It is the fine spirit of co-operation and generosity on the part of many that makes these affairs so enjoyable for all of us and we can never be grateful enough to our reception chairman and her group of hostesses for all the fine times they provide for us.

N. J. F.

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The Business Woman

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Vol. 12

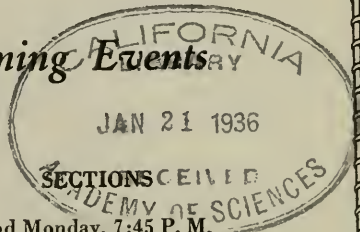
NOVEMBER 16, 1935

No. 46

Weekly Program



Coming Events



November 18—Book Section, 7:45 P. M.

November 19—Dinner, 6:15 P. M.
Western Women's Building.

November 21—Choral Section, 6:45 P. M.

November 21—Thursday Open House, 8 P. M.

Hostesses
Josephine Rudasill
Allene Schuerbrock

Anne Attridge	Minnie Korn
Jean Kerrison	Pearl Parr
Ingeborg Ferm	Nettie Smith

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

CLUB BIRTHDAY PARTY

A BIG EVENT — A BIG NIGHT — A BIG CROWD

We want you all with us, for a Gala Night—
Have we your reservation??

Every club member should "come on along" and join in this
NINETEENTH ANNIVERSARY of

O-U-R C-L-U-B

Nineteen years has this Fraternity of Business and Professional Women
carried on, and WITH SUCCESS!!

THIS IS TO BE A PARTY—

No charge, except your dinner—88c

Fun, frolic, fraternalism—the first half, tempered
in the second half by a fine talk by

DR. EDWIN A. LEE

Superintendent of our School Department, upon the human and interesting topic

CONTINUING EDUCATION FOR ALL—that's you and I!!

DO - NOT - MISS - THIS. BRING - YOUR - FRIENDS, ENJOY - LIFE!

And wear your prettiest gown!

TUESDAY NIGHT—November 19th

Ballroom, Western Women's Club—at 6:30

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

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DIRECTORS

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Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

RADIO

Tuesday, November 19, our State President, Carolyn Weber, will speak over station KYA, at 1 p. m., on the Women's Institute of the Air program. This program will serve as the inauguration of the regular monthly broadcast of our State Federation over this station.

GENEVIEVE ALLEN, Chairman.

NOTICE TO MEMBERS

Article IX, Section 1 of the By-Laws reads as follows:

"Nominating Committee—There shall be a Nominating Committee consisting of three members of the club. The Chairman of the Nominating Committee shall be appointed by the President. One member of the committee shall be appointed by the Board of Directors, and another shall be elected by the club at the first business meeting in December of each year. Nominations for the third member shall be made from the floor and where there is but one candidate, the election of this member of the Nominating Committee to be *viva voce*."

The president has appointed Pearl Smith to be chairman of the nominating committee.

ADAH RUTH TAYLOR, Recording Secretary.

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TELEPHONES:

DOUGLAS 2161 : DOUGLAS 2162

FRANK IMBERT, Mgr.

BOOK SECTION

The Book Section will meet on Monday, November 18, at 7:45. Minnie Korn will review Anne Morrow Lindbergh's charming *North to the Orient*—the book which one critic said makes Anne Lindbergh a real person as well as the wife of the illustrious Charles A. Lindbergh. The section chairman will review Davis' *Honey in the Horn*, a novel of pioneer Oregon. She liked the book very much and hopes to do it justice.

The section has received a copy of Hugh Walpole's *The Inquisitor* from one of the section's generous but modest members. This book is in our library now and we think the Walpole fans will enjoy reading it.

P. R. HATCH, Chairman.

R. C. A.

Salute, Walking Pals—we're on our way, Sunday next, the 17th. We assemble at the end of the line No. 2—Sutter Street—there at the Sutro Baths terminus—at 11 o'clock. It will be bracy sea air which we crave, and down the beach we'll meander, until we reach that old rendezvous at Fleishacker Playfield, where we will EAT. Long time since we wuz thar! Come along, you gals; friendliness will greet you and the walk is easy and you have no alibi—except you're lazy!

GERTRUDE D. TUBBS, Recreation Chairman.

CLUB NOTES

MARGERY SHAFFER

We are glad to report that Margaret Dailey's health is steadily improving. Kindly change her address in your roster to Whitcomb Hotel.

We are to have our National President, Miss Charl Williams, here about the 4th of December. She is coming out to attend the District Meeting at Alameda and we sincerely hope her itinerary will permit a visit with the clubs of the Bay District.

Harriet Blockburger gave a most inspiring talk on *Tolerance* over KYA during the Women's Institute of the Air last Friday afternoon. She spoke clearly and cleverly, leaving us with food for thought on this subject.

Friends extend heartfelt sympathy to Cornelia Seeley in the passing of her father last week. As Cornelia recently returned from a visit with her parents in Denver, she did not go back for the funeral. Her two brothers and their families were present to take charge of arrangements.

The Lodi Club "Year Book" arrived t'other day. It is a beautifully and carefully arranged outline of their program for the coming year. *Thank you, Lodi; it is nice to know what our sister clubs are doing.*

A delightful dinner party was given at Pierre's Chateau on Armistice Day, November 11, by twelve of Gurty's close friends, to welcome her homecoming on that day from old Mexico.

Shirley Radke has returned from another week-end jaunt. This time it was by plane to the southern part of our grand and glorious state. And speaking of Shirley, don't you enjoy those bi-monthly articles, *Signs of the Times?* Thank you, Shirley, for your generous contribution.

We, I mean the staff of THE BUSINESS WOMAN, were keenly interested in the Sacramento B. & P. W. Club paper. This is evidently their first paper as it is marked Bulletin 1, and is splendidly arranged. Among their "Club Notes" it stated that one of their past presidents, Viola Rose, was sailing Saturday, November 9, on the *Virginia* via Panama. It so happens that this is the same sailing that takes



LET'S DANCE

COME ON "GALS",

DON'T HAVE ALL WORK AND NO PLAY.

YES, SIREE, WE HAVE STARTED A

DANCING SECTION.

Miss Sylvia Hansen is to be the Director. First Dance Lesson to be held November 26th at the Club Rooms - 7:30 to 8:30 P. M.

MISS SYLVIA HANSEN IS TO BE THE DIRECTOR. FIRST DANCE LESSON TO BE HELD
NOVEMBER 26TH AT THE CLUB ROOMS - 7:30 to 8:30 P. M.

WE WILL MEET EVERY FOURTH TUESDAY OF THE MONTH. DUES - 25¢ A MONTH.

COME AND GET YOUR EXERCISE - LET'S GO.

ELSIE P. FEAR, SECRETARY.

For additional information Call Douglas 3327.

(Multistamped)

arion Morris on her vacation; thus the B. & P. W. will be well represented on the high seas.

Jessie McKinney has not been feeling quite as well as she should, so decided to enter the Franklin ospital for observation. We trust a good report will be forthcoming shortly. *Friends extend best thoughts and kindest wishes to you, Jessie.*

We understand Grace Anderson's mother has one down south. We hope to see Grace at ALL the eetings during her mother's absence, as we want chance to keep her from getting too lonesome. *We'll be seeing you, Grace!*

Judge Theresa Meikle left on the 12th for Kingston, Jamaica, via the S.S. *Europa*. After a visit here, she plans to fly home by plane through Rio Janeiro and Central America. *Bon voyage! Theresa, and best wishes.*

An invitation was extended to our members to attend the luncheon of the Women's Democratic Forum last Tuesday. Naomi Hammond, as president, presided, and the guest speaker was Mrs. Florence Vining, assistant director of field division, Federal Housing Administration, Washington. An interested group attended and were keenly interested in the speaker's subject.

Ada Brace, feeling she needed rest and care, entered Mount Zion Hospital for observation. She hopes soon to be in circulation again, and why not, with all the kind and loving thoughts of her many friends in the club?

Another has passed on, the uncle of Josephine Judasill. Rudy and her mother drove down south to attend the funeral. Sincere sympathy is extended to the family.

Did you all see the vases of cotoneaster berries in the club rooms? Can you feature Celia O'Brien hiding behind that huge bunch of foliage and berries all the way from Marin to us? Well, she did! *Many thanks, Celia, for this added beauty to our rooms.*

Evidently it was a modern, up-to-the-minute individual who broke into the home of Clotilda Gabrielle during her absence one evening recently. Mr. Gabrielle returned before the burglar had completed his "selection," but not soon enough to retrieve his new electric razor, among other things.

CHRISTMAS IS COMING

It is not too early to put in your name for a Christmas greeting in THE BUSINESS WOMAN. This service has become more popular each year. It is such a nice way to reach ALL club members during the holiday season. Members of the committee in charge of greetings are Nancy Foster, Anne Attridge, and Margery Shaffer.

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RESTAURANT

SIGNS OF THE TIMES

Whenever I think I know the definition of a word, I run to the dictionary—and I always find how ignorant I have been! Take this word *education*, for instance. We have heard much about it, particularly of late, and we are sure to hear more about it from now on. It is the theme for November in our National program, divided into three parts:

Education for Work. We think of education as "the impartation or acquisition of knowledge or skill." The national thought is fast swinging away from the hopeless and disheartening feeling that one of the paramount issues is, What is to become of those who have not been educated in some line of endeavor, of those who have outgrown their usefulness in the field for which they were educated, of those who were educated for fields now overcrowded? The national thought is swinging to the hopeful and encouraging determination to bring to the surface new fields, new occupations, new activities, to guide these people into those fields, to educate them in the skills or knowledge required, and to help them into active life again. They are to be educated away from the thought that there is a time when one is shelved, to the realization that there is no time when one cannot be continuously and profitably engaged in some form of activity.

Education for Service. This leads to another definition of education, given in the dictionary—one not often remembered—"the development of character." Our people never needed development of character more than at the present time—and education is the answer. We all need a little more education in the gentle art of being kind, of consideration for others, of that rare gift of being able to see the other fellow's point of view even though

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we may not agree with it, of practicing the Golden Rule, not only preaching it.

I was rading the article in the *Independent Woman, Keeping Fit After Forty*. That offers a helpful bit of education to those who feel it will benefit them. But I thought how splendid it would be if we could educate ourselves to the point where we don't notice when we reach the fortieth year in this journey. Wouldn't life be easier and pleasanter and more resultful if we counted the years by achievement, and by the friends we have made? We'd probably find that our abilities and capacities increase with the years, instead of diminish. And that would be Education for the Good Life.

Surely, these complete the theme for November—*Continuing Education for All*.

As I flew south this past week-end, over the magnificent Bay Region with its hills, cities and the bay, and then down over the soft brown Valley of the San Joaquin, I thought how educated we will have become when we can lift our thinking into the clear atmosphere above the sordid things of the earth, even above the fog and storm if necessary, where we can think things through, unhampered by limitations of narrow thought, and see things in their right relationship to each other. Then the light of clear understanding will flood our consciousness as all the glory of the morning sunshine spread over the land beneath me.

SHIRLEY RADKE.

DANCING CLASS

A new activity is to be started in conjunction with the Dramatic Section. The dramatic group is sponsoring a dancing class under the direction of Miss Sylvia Hanson.

This class will meet on one of the Dramatic Section nights and promises to be one of the most popular and profitable innovations we have had recently.

Further particulars will be given in next week's BUSINESS WOMAN.

JOSEPHINE RUDASILL, Dramatic Chairman.

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CIVIC SECTION

Mark the date, November 25, on your calendar now. Mrs. William Palmer Lucas will be the guest speaker. Our International Chairman, Ednah Butler, has the evening and has engaged Mrs. Lucas to speak to us on American Foreign Policy. We need no introduction to Mrs. Lucas. She is an outstanding speaker of authority, and the club rooms should be crowded. Make it a point of honor that each one of us shows her club spirit that night and demonstrates to Mrs. Lucas that our club is worthy of this gift of her time. Let's give her an audience that will inspire her.

Last Monday, Mrs. Lowenstein kindly told us her experiences in club work in Cincinnati. It was an inspiring record she unfolded to us. The pity was so few heard her. We want our club to be outstanding and accomplish things. We are proud of our speakers and of our members. But if we do not support these activities, can we expect them to carry on? Does this mean you? LOUISE STIVERS, Chairman

THURSDAY OPEN HOUSE

November 7

A small but select group of members, some old some new, gathered at the Hospitality Center to enjoy the hour of relaxation. A few quiet bridge games were played before Netta and her gracious committee served the tea and delicious cake for which we thank Lucy Thompson.

Just another homey evening—BUT—What! No Anagrams!! We shall have to set up the Michigan Table—and Look-see! Here in this week's hostess group is Nettie Smith!

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco



Vol. 12

NOVEMBER 23, 1935

No. 47

Weekly Program



Coming Events

November 25—Civic Section, 7:30 P. M.

November 26—Dramatic Section, 7:30 P. M.
OPENING CLASS, DANCE
SECTION.

November 28—Thanksgiving Day.
(No Choral Section, no Open
House.)

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

Thanksgiving Greetings To All



LET ME BE THANKFUL

Let me be glad the kettle gently sings,
Let me be thankful just for little things,
Thankful for simple food and supper spread,
Thankful for shelter and a clean, warm bed;
Thankful for friends who share my woe or
mirth,
Glad for the warm, sweet fragrance of the
earth;

For golden pools of sunshine on the floor,
For love that sheds its peace about my door;
For little friendly days that slip away
With only meals and beds and work and play,
A rocking-chair and kindly firelight—
For little things let me be glad tonight.

EDNA JAKUES, *Good Housekeeping Magazine.*

CIVIC SECTION

A meeting of special importance to discuss *America's Foreign Policy* will convene at the club rooms on Monday evening, November 25, at 7:30.

Ednah M. Butler, chairman of the International Relations Committee, has secured as speaker Mrs. William Palmer Lucas, who very recently was elected chairman of the Northern California Committee on the Cause and Cure of War, representing eight affiliated organizations of state and national importance, and of which Dr. Aurelia Henry Reinhardt is honorary chairman.

Brush the cobwebs out of your mind, invite your friends to perform a similar task with theirs, and let us all come prepared to ply the speaker with innumerable subtleties that veil this perplexing question. Men have not solved it yet. Women can if they will.

HARRIETT B. WARD.

WE PROMISE—

That, if you join our dancing section, you will retain a quick, youthful step, improve your posture, at the same time gain a happier outlook on life with the easy, stimulating exercise. Try to come to our first meeting, Tuesday evening, NOVEMBER 26, at 7:30, in the club rooms. Under the capable and artistic leadership of Sylvia Hansen, we are sure you will be convinced of the need of this new section. If the class becomes large enough, we might be able to have two meetings instead of one each month. You need not be a member of the Dramatic Section to join us—and it will in no way interfere with the meetings of that section.

ELSIE FEAR, Secretary.

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enaid C. Jones
 2390 Fifteenth Avenue
 Associate Editor.....Anne P. Attridge
 Contributing Editor.....Nancy Foster
 Club Reporter.....Margery Shaffer
 Accounting.....Ruth P. Shaw
 Advertising.....Mary Knight

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 Program.....Gertrude D. Tubbs
 Reception.....Edith C. Floyd
 Publicity.....Vivian Yarbrough

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Book.....Polly R. Hatch
 Choral.....Ida Rose Grebinar
 Civic.....Louise Stivers
 Dinner Hostess.....Maude E. McLaughlin
 Dramatic.....Josephine Rudasil
 Education.....Clotilde Grunsky
 Finance.....Alice B. Kennedy
 Health.....Dr. Frieda Kruse
 Historian.....Mary F. Mooney
 International Relations.....Ednah Butler
 Legislation.....Zella Kimball
 Magazine.....Zilfa Estcourt
 Public Relations.....Ethel M. Johnstone
 Radio.....Genevieve Allen
 Recreation.....Gertrude D. Tubbs
 Remembering.....Ida M. Reed
 Research.....Dr. Phillis Bourne
 Sunshine.....Matilda J. Schimpf
 Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary
 Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

A RECEPTION

Our club is making arrangements to entertain the National President, Miss Charl Williams, at an informal reception Thursday evening, December 5, in the club rooms. Clubs in the Bay District will be invited to attend.

CLUB NOTES

MARGERY SHAFFER

Edna Fogarty reports that Jessie McKinney, who is under observation at the Franklin Hospital, was well enough to spend part of the day in the solarium. We are pleased to hear this news.

How many of you include the "Vital Statistics" column in your daily reading of the newspapers? Last Wednesday's column contained the following notice, which is of interest to all of us: "William B. Bosley, 1904 Broadway, and Jeannette E. Doubt, 1808 Octavia Street." *Congratulations and best wishes, Jeannette, to you and your fiance.*

It was a pleasure to see Rose Haas in the club rooms recently and we hope to have a visit again soon.

Nell Barr is enjoying a combined business and pleasure vacation. While in Salt Lake City and vicinity, she is having a nice visit with her mother.

Kindly change the business address of Minna Brown in the roster to 1034 Matson Building, Douglas 6954.

Gurty has returned from a delightful trip through Mexico, and, although the "vacation germ" is not quite out of her system yet, she is as busy as ever planning programs and trips for our enjoyment.

Evelyn Mitchell is now with Young & Co., 58 Sutter Street, telephone SUTTER 6353, and her home address is 545 O'Farrell Street. Please make this addition to your roster.

The District Meeting convened at Fresno, November 16 and 17. Those attending from our club included Charlotte McClelland, Bertha Dale, Anne Joseph, and Genevieve Allen.

Minnie Korn left November 9 for two or three weeks' vacation into Mexico, her itinerary including Mazatlan and vicinity.

Dorothy Ralston's new connections are: Marshall Adams Printing Corporation, 523 Sansome Street, Garfield 6520.

Did you all know that Rose O'Brien offered a dress to the member who sold the most tickets? Well, Amanda Heuermann came out on top, so this week she made her selection. *We'll be seeing you, Mandy.*

We are always sorry to be denied the pleasure of seeing old members, as well as new, but sometimes it cannot be helped; circumstances call them elsewhere. Lynn O'Brien has accepted a Federal position in San Diego and we wish her every success.

Mr. McLaughlin is getting along splendidly following his recent illness. We have missed Maude at the club and hope now her good husband is so improved she can be with us again.

The poem on the front page is one of Edith Floyd's favorites and is her contribution to this issue.

IMPORTANT BAY DISTRICT MEETING December 7 and 8

The next Bay District Conference is called for December 7 and 8 at Alameda, California. We are delighted to learn that Charl O. Williams, our National President, is to be the guest of honor at the Saturday night banquet, which promises to be a gala as well as instructive occasion. Louise Jolly tells us that reservations are already coming in and that the forecast is for a full house. Please place your reservations with Mrs. Burlingame as soon as possible. You see, we expect you all.

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Education is the one big hope of the motoring public. The normal driver has so far failed to realize the true significance of the traffic accident problem and the need for providing greater safety upon our streets and highways and must be made to realize that this problem is his problem. If we can get each driver to devote even a small amount of time and thought to this subject, he will thereafter look upon it in an entirely different light.

"THINK SAFELY—DRIVE SANELY" is indeed an apt slogan. If all drivers would make safety the first consideration in driving, we could abandon many of the stringent regulations now in force. When the public realizes the fact that "the good driver is the careful driver" and not the chap who takes unnecessary chances and who can extricate himself from precarious predicaments, then we may expect a permanent reduction in our traffic accident toll.

NOVEMBER BIRTHDAYS

A round dozen of November birthdays, and were they all happy! When one looked up and down the table, one wondered if it was the sixteenth or perhaps the twentieth at the most that they were so gaily celebrating. *Many happy returns to you one and all.*

And such a birthday cake! Tiers and tiers of it, all done in white and gold, with candles and every-

thing. Did we all have birthday cake? Yes, and many a bite, and such punch! Margery Shaffer provided noise-makers to the distraction of all. Who wouldn't have a birthday?

The rooms were filled with a gay and happy throng of members and guests. Conversation, said to be a lost art? Contract, Russian Bank, and the intelligentsia coining words made the time pass all too quickly. Rudy sang *Sylvia* as only she can sing, Merle accompanied as only she can accompany, and to the strains of *The Gang's All Here*, the birthday treat began. Two guests, Nancy Foster's mother and Nell Attridge, graced the birthday table.

I've about decided to have a birthday myself.

CRETE A. CROCKETT.

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LETTER OF A RADIO BROADCASTER TO OUR MEMBERS

Deere cysters,

As Mis. Genevieve Allen asked me to talk on the Raddio an no won seemed tu kare i thot i would like to heer hiw i did.

The longed fur hes hapend an i ben on the Raddio, i went airlee ez i wanted tu bee suyre two bee thare wen mi thyme cum.

A fu yung men breezed threw an looked me over but nan ov em spoke tume.

i clothed miself in the dygnetty ov mi aige and gazed on them casualty but no won seemed tu notiss.

Thyme went on as thyme will and has a habitof doin frum thyme immortal and it was mi thyme to appeer i lookt cam an syreene but if u cuda lookt insideome u wuld a seen all ov mi insydes tryin to get in. at last a hansom yung man with a differential ayre cums up to me an ses air yu her an i ses i am shee.

an hee ses cum on in an i went thare wuz a prittiee yung ladie who wuz qwite a contras tume. shee hed shinee goldie hayre all kyrlid up grate and shee had a paiper to reed tu.

bi this thyme mi eies wus blynde air i neded speeks wich i hed in mi bag an i putem on.

the nyss yung man told me tu reed sum ov it i did an he sed tu change it it wuz not gramatikal i terned on him with all mi dygnetty an ses i tu him wot do you meene not gramatikal? i want u tu no yung man i wuz gramatikal beefour u wer bourne er ur muther after u. he ses qwite ladie u r on the ayre an mi muther was borne befom me an i ses tu him she wuld be after u if if shee hurs u talk tume. an he he ses agen qwite u r on the ayre. i ses wot ayre dont u ayre me yung man an i lookt at the yung kinda killin like. thare was a man sittin at a table kinda qwite like an he jumped up an hissed at me sh-sh dont you shush me i sed anda man in a glas windo wus a jumpin upandown an wavin his arms an shoutin an i thot he wuz havin a fit an i grabbt a pitsher ov water meenin tu giv him sumbut it slipt outa mi hand an brok the windo an mi foot got tangled in sum wire sum yjet left on the flor an i nooked over sum queer kind ova thing that mita ben

a nufangled floor lamp an in tryin to git rid ov th wire on mi foot i broke the chair the qwite man wu sittin in an the gneiss yung man wuz grabin at me an then tha said call the riot sqwad an i exited a i am ofov the ayre fur life.

Wishin u all the same i am luvliny yure

Affekshunat cyster

HARRIET A. BLOCKBURGER

CORRESPONDENCE

A charming letter arrived at the club rooms this week from Mrs. Dixon, Margery Shaffer's mother, who is visiting her daughter in Alabama. She says:

"I am enjoying my visit very much, but I miss Margery so much, I wish she could be here. Can you imagine me writing this while seated on the front porch and this at 5:30? It is too warm to stay in the house. I shall appreciate San Francisco more than ever on my return. My regards to all the good friends of the B. & P. W. C."

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

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Vol. 12

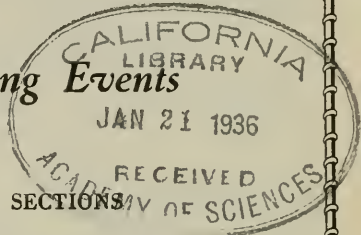
NOVEMBER 30, 1935

No. 48

Weekly Program



Coming Events



December 2—Civic Section, 7:30 P. M.

December 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

December 5—Choral Section, 6:45 P. M.

December 5—Open House, 8 P. M.
**RECEPTION TO CHARL
WILLIAMS.**

Hostesses

Elsie Maclaren

Allene Schuerbrock

Dorothy Ralston

Helen Mielke

Lillie Anderson

Mildred Wurz

Alice Jones

Bertha Stalder

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PProspect 8347

R. C. A.

Sunday next, December 1, at 11:00 A. M., meet at the terminus of No. 12 (on Sundays No. 17 goes to the beach) there at Fleishhacker Playfield. We will walk either down the Beach or around Lake Merced—you make the choice.

Abbreviated Shakespeare comes to the Alcazar next week, a most enjoyable evening. Wednesday night, December 4, we go. *Julius Caesar* and *Much Ado About Nothing*. Price, 55 cents. Contact me at once. A splendid entertainment; has been at Chicago and San Diego Expositions.

Our Z. Clements has a most unusual offering in the Community Playhouse. Mr. Sigmond Speath is a "Tune Detective." What's that? He gives a Concert Lecture—talks and plays—he is music for all. Radio and screen star and author. Price, 55 cents, first row of balcony, Friday night, December 6. Get in touch with either Miss Clements or

GERTRUDE D. TUBBS, Recreation Chairman.

A MEETING EXTRAORDINARY

The Bay District, at its next meeting, is to entertain two distinguished guests of honor, Miss Charl Williams, our national president, and Mrs. Carolyn Weber, our state president. All Northern California is asked to share in this meeting.

The Time—December 7 and 8, 1935.

The Place—Alameda Hotel, Alameda.

Hostesses—Members of the Alameda Club.

Events

Banquet—Saturday, December 7, at 6:30 P. M.

Speaker—Miss Charl Williams.

District Board Meeting—Sunday, December 8, at 8:15 A. M., Alameda Hotel.

Breakfast—Sunday, 8:30 A. M. The Past State Presidents will participate in a symposium on the subject, *Understanding the Men*.

Quarterly Meeting of the district will be called at 10 o'clock. Following the meeting there is to be a forum led by Miss Williams, discussing the topic, *Our Practical Contribution to an Effective Democracy*.

Rates

Banquet, 90 cents; breakfast, 50 cents; lunch, 85 cents; rooms, from \$1.50 to \$2.50; registration fee, 25 cents.

A RECEPTION

Honoring our National President, Miss Charl O. Williams, will take place in the club rooms

THURSDAY EVENING, DECEMBER FIFTH, AT EIGHT O'CLOCK

Please save this date and try to be with us on this occasion

Further details will be announced at the Business Meeting

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies......05

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CHORAL NOTES

At her nineteenth birthday party, our club discovered that her Choral has developed into a large and lusty-voiced child. Three members have been added recently — Ludie Anderson and the Stubbs sisters, Leona and Dorothy. Leona is a member of the Eureka B. & P. W. C. and will soon transfer her membership here. All three have contralto voices and Chairman Grebbie is very much concerned over the fact that the soprano section may not be heard with such a large alto representation. Madame Mackay will take care of that, however, and any club member who likes to sing—high or low—will be more than welcome in the Choral.

Every spare moment is being put into preparation for the radio program which will go on as soon as the songs are in shape to be well presented.

ELSIE MACLAREN.

Community Lecture Series

Z. CLEMENTS . CAROLYN E. WARE
Present

SIGMUND SPEATH

The versatile "Tune Detective"
in

"Music for Everybody"

Friday, December 6th, 8:15 P. M.

Tickets 50c, 75c and \$1.00 plus tax

Community Playhouse
609 Sutter St.

CLUB NOTES

MARGERY SHAFFER

Well, the Big Game is over. Enthusiasm ran high in the club rooms the Thursday night previous. It was amusing to hear the pro and con discussions which really were quite logical, and especially as they came from some of the girls who seemed to be Bridge Fans, but know their Football, too.

Our sympathy is extended to you and your family, Rita, in the passing of your Mother. Rita Marshall's Mother, Mrs. Werson, passed away in Alameda last week.

Margaret Dailey, while on official duty recently—November 15, to be exact—was bitten in the ankle by a dog. She was immediately taken to the Emergency Hospital for treatment. *We are sincerely sorry to hear of this, Margaret, and hope the wound is healing satisfactorily.*

Has everybody made an appointment with her Beauty Salon, preparatory to receiving our National President, Miss Charl Williams, on Thursday evening, December 5? Just a gentle reminder and we hope every member, old and new, will attend this informal reception.

Another of our members to lose a dear one is Alice Ray. Her sister passed away recently down in Florida. *Our kindest thoughts and sympathy to you and your family, Alice.*

Invitations are out for the Salvation Army Home League Tea and Christmas Bazaar. Among the hostesses assisting the chairman, Mrs. Herbert Hoover, is our own Catherine Dawn. It is a pleasure to announce this, because on two other occasions we have written about accidents coming to Catherine, where once she was knocked down by an automobile, and another time she fell "up" the stairs instead of the customary "down" the stairs.

The Girls' Friendly Society gave a Bridge Tea at the Century Club last Thursday for the benefit of the "furnishing fund." Among the Board of Directors who worked hard to make this a success was Juliet Smith. This Society, a non-sectarian organization, is internationally known, and San Francisco has one of the eleven "G. F. S." lodges in the United States.

A BIT OF APPRECIATION

Ada Brace is home again! For the past few weeks she has been at the Mount Zion Hospital, fighting pneumonia. It brings much happiness to her friends to know that within a few days we shall again see her smiling, joking and efficient as ever, resuming her busy, cheerful round of duties.

Even when she was in the hospital, she thought of others and sent out word she would prefer her friends to donate to the Remembering Fund rather than spend money on her by sending her flowers and candy. So her friends did both; some of them sent to her cards, flowers and candy, and some of them donated to the Remembering Fund.

Ada has asked that these friends be thanked right here and now, as she is not able to write individual notes. Be sure that she appreciates, with all her heart, all the expressions of love that have been showered upon her.

I. M. R.

SIGNS OF THE TIMES

The spirit of the Holidays! It is like the first day of spring—we throw back our shoulders, look around at the loveliness that surrounds us, and decide that the world is rather a good place in which to live. Before we realize it, we find ourselves smiling—and everyone we meet smiles back. Like spring, the spirit of the Holiday Season is infectious, and the joy and enthusiasm we express spread to others until almost everyone is giving and receiving cheerfulness.

I can't resist quoting a bit from the *Independent Woman*, in this connection. Possibly it is because, as I write this, my gaze is continually attracted away from the typewriter to a glorious sunset—great sweeps of crimson streaked with taupe and pale blue. The article is by Eleanor B. Stock, and reads in part: "Nothing muddies the sheen of our days so completely as the habit of taking things for granted. Now that my eyes are open to this truth, my senses and miracles and loveliness everywhere in things I once overlooked. . . . Every day brings with it some new sense of exquisite regard for common things. . . ."

If we do it at no other time, this season of the year should find us with a "new sense of exquisite regard for common things," with increased appreciation of the intelligence, wisdom, courage, patience, endurance, steadfastness, confidence, and high resolve to render some service to mankind that are lacking of the things we take for granted—our comforts, conveniences, little luxuries, even the practical things we use day in and day out.

A few weeks ago, I had the rare privilege of beholdng our incomparable Bay Region at night, from a plane. All that has gone into aviation to date was enabling me to view a magnificent panorama—towns and cities sparkling like jewels of crystal or limestone against black velvet, more distant places revealing themselves as dull gold against a dark background, the familiar hills and mountains standing out in black silhouette against the deep blue sky. A full moon radiated so much light that it was difficult to see the stars, and the moonlight rippled across the waters of the Bay. My heart was filled with gratitude for those qualities, the expression of which has brought to us the ease, pleasure and efficiency of our plane service, and for the rapid advancement in the electrical field that revealed the country beneath us.

About an hour ago, I watched the China Clipper speed out through the Golden Gate to meet this flaming sunset I am still enjoying, and to fly on to its destination at the other side of the Pacific. Today, this flight is an event; tomorrow, it will become one of the common things. Will our en-

Rose O'Brien

anticipating the wants of her club members, instead of waiting until after the Holiday Season to make drastic reductions in her wearing apparel, has grouped new dresses with her stock on hand Afternoon, Sport, Evening, and Dinner—and priced many at \$8.75 and \$10.75. Also all her Coats, Suits and Snyder Knits are marked one-fourth off regular price. Her sizes run from 12 to 44, remember, Rose always makes price concessions to the club members, and is located in a beautiful Suite in the Hotel Plaza, Rooms 201, 202 and 204, Post Street at Stockton . . . telephone . . . Sutter 7200.

Paid adv.

thusiasm continue, or will it fade into the indifference of taking things for granted?

Then, too, there is the greater appreciation of the friendships we have formed, the old ones dearer still, and those new ones that have come to enrich our journey.

We have so much for which to be thankful, sincerely so, and we should welcome every opportunity to pause in introspection that brings the warmth and satisfaction of a life well lived, as the deeper glow of the sunset recalls a beautiful day and promises a more radiant tomorrow.

SHIRLEY RADKE.

PROGRAM

Next date

Tuesday, December 17th

We have a jinks—

Not a high jinks

Not a low jinks

Not a hoo-doo jinks

Quite a friendly jinks.

GERTRUDE D. TUBBS, Program Chairman.

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ATTENTION, MEMBERS!

The following Resolution was passed by the Bay District of the California Federation of Business and Professional Women's Clubs in conference assembled at Los Gatos on September 15, 1935:

"WHEREAS, the Business and Professional Women of California are deeply interested in the prevention of war among the nations of the world, believing it to be a strong deterrent to the progress of civilization, and a useless waste of human life, that it produces economic chaos, and is futile as a means to end war; and

"WHEREAS, certain legislation has been proposed in our national Congress having as its object the prevention of wars;

"Therefore, Be It Resolved, that we, the members of the Business and Professional Women's Clubs composing the Bay District of the California Federation of Business and Professional Women's Clubs, do strongly urge the Congressmen of our State to give their most earnest and careful attention to all proposed legislation looking toward the prevention of war, and to make every effort to find means of accomplishing such purpose, assuring them that organized business and professional women are looking to them to render this great service to humanity."

In accordance with Article XVI, Sec. 1, of the By-Laws of the San Francisco Club, this resolution will be presented to the membership for action at its regular meeting to be held on December 3, 1935.

ADAH RUTH TAYLOR, Secretary.

THURSDAY OPEN HOUSE

After the big birthday dinner Tuesday night, there was not the usual large Thursday night crowd, but the ardor of those present was not at all dampened by the small numbers. Several groups played bridge, another group grew hilarious over Michigan, and our charming membership chairman circulated among the new members and prospects. Nancy Foster contributed the very appetizing cookies that were served with refreshing tea of Allene Schenbrock's brewing, while Grebbie sent candy as an extra treat. Gertrude Tubbs was so enthusiastic over Mexico that she says she is already saving to go again next year. Frieda Korn arrived with two charming guests from Calgary, Miss Simpson and Mrs. Stevens. And so, after a happy evening to add to our memories, we reluctantly went home.

RUTH SHAW.

OUR NINETEENTH BIRTHDAY

The nineteenth birthday of the club was the inspiration of one of the best program dinner meetings of the year.

The Western Women's Club outdid even themselves in the excellence of the dinner served and the program that followed was one of the best we have had.

The Choral, under the able direction of Madam Mackay, and accompanied by Merle Curington, led in the singing of two inspiring songs, *I Love You, California*, and the California National and State Convention Song.

Master Stanley Shouman, accompanied by his sister, Miss Berdine Shouman, rendered several fine violin numbers, and Madame Nevart Jivelekian with Mrs. Anne McKeough as accompanist, entertained us with Spanish and Armenian songs, to the delight of all.

A clever little skit, entitled *Her First Case*, was given by Charlotte McClelland, Elsie Fear, and Nancy Foster, and was well received.

The speaker of the evening, Dr. Edwin A. Lee, Superintendent of San Francisco Schools, delivered a challenging message on adult education and the need for continuously keeping ourselves on the alert and of growing mentally after our physical growth has ceased.

He spoke interestingly of "growing pains" of adults and of the many facilities we have at the present time for continuous education.

At the conclusion of his address we all felt that truly we had sat at the feet of one of the country's finest scholars and most outstanding educators.

We all thank Dr. Lee for his great message.

N. J. H.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

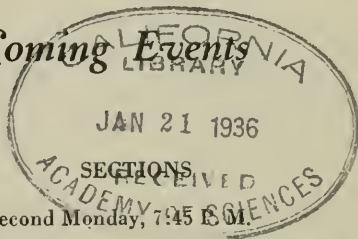
DECEMBER 7, 1935

No. 49

Weekly Program



Coming Events



December 9—Book Section, 7:45 P. M.

December 10—Dramatic Section, 7:30 P. M.
Dance Section, 8:30 P. M.

December 12—Choral Section, 6:45 P. M.

December 12—Thursday Open House, 8 P. M.

Hostesses

Ida Grebinar
Allene Schuerbrock

Ethel Ray
Lorraine Graves
Madelon Saxon

Ednah Butler
Bertha Hancock
Carrie Davis

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Bay District Meeting, Alameda, December 7 and 8

SEE LAST WEEK'S ISSUE FOR PARTICULARS

R. C. A.

Splendiferous walks these Sundays—fortunate we'n of San Francisco. Weather, scenery, variety, congenial women, modest costs. As we take in all these, we give paeans of thanks for the gifts offered. These tramps along our ocean fronts are invigorating, and ever-changing scenes make for peppy interest. Sunday, the 15th—another day—so hold it!

Monday, the 9th—Charlotte Greenwood—the one who always brings us merriment—will be at the Geary Theatre, and we there to give her welcome—5c the price!

GERTRUDE D. TUBBS, Recreation Chairman.

MESSAGE FROM SANTA CLAUS

Ho! there! All you good little girls of the B. P. W. C.! I'll be with you on the 19th and want to see you all, and especially all of you who are fortunate enough (or are you?) to have December for a birth-month.

Now, girls, my bag is empty and I want you to fill it up by each one coming with a nice little gift wrapped in holiday paper, and tied with "Merry Christmas" greetings, and I'll pass them along.

I'll be seein' you.

SANTA CLAUS.

BOOK SECTION

A most interesting program is being planned for the next meeting of the Book Section. Mrs. Elsie Haight, librarian for the Western Women's Club, has generously offered to review for us several of the latest most popular books. The books are of her selection, so we may be assured of a treat. Remember the date, Monday, December 9th, at 7:45 P. M.

POLLY HATCH, Chairman.

SPECIAL NOTICE

DRAMATIC - DANCE SECTION

The fourth Tuesday in December is Christmas Eve, therefore the two dramatic sections will be concentrated in one evening, Tuesday, DECEMBER 10. Mrs. Hackett will conduct the class from 7:30 to 8:30. Miss Hansen will conduct her dancing class from 8:30 to 9:30. Both classes will start on schedule. Please come equipped for the first class with a copy of Shakespeare.

N. J. F.

SURPRISED

and delighted you'd have been at our first dancing class. The attendance was more than splendid and our girls responded wonderfully to new rhythms under the capable leadership of Sylvia Hansen. We'll let you in on a secret: The Hula dance is our favorite. No more now.

E. F.

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DIRECTORS

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 Margaret Bell Betty Walton

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House.....Jessie D. McKinney
 Membership.....Hazel Oppenheimer
 Program.....Gertrude D. Tubbs
 Reception.....Edith C. Floyd
 Publicity.....Vivian Yarbrough

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
 Choral.....Ida Rose Grebinar
 Civic.....Louise Stivers
 Dinner Hostess.....Maude E. McLaughlin
 Dramatic.....Josephine Rudasil
 Education.....Clotilde Grunsky
 Finance.....Alice B. Kennedy
 Health.....Dr. Frieda Kruse
 Historian.....Mary E. Mooney
 International Relations.....Ednah Butler
 Legislation.....Zella Kimball
 Magazine.....Zilfa Estcourt
 Public Relations.....Ethel M. Johnstone
 Radio.....Genevieve Allen
 Recreation.....Gertrude D. Tubbs
 Remembering.....Ida M. Reed
 Research.....Dr. Phillis Bourne
 Sunshine.....Matilda J. Schimpf
 Ways and Means.....Nell C. Boardman

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CLUB NOTES

MARGERY SHAFFER

Dr. Susan Harris Hamilton deserted her many friends here to spend Thanksgiving in Ukiah. After all, we cannot blame her very much because the holidays make us think of the folks back home. To be with the family and old friends, if possible, at such a time is a joy and a blessing.

So many of our members spent the day, and some the entire week-end, with friends and relatives living at varied distances, but unfortunately space will not permit enumerating the activities of each one.

Another page in the book of life has been turned for Dr. Adah Ruth Taylor. Her friends in the club and elsewhere did not let the day pass without making her realize how nice it really is to have a birth day all your very own.

The same thoughts and messages were enjoyed by the other members who celebrated birthdays in the month of November.

We are pleased to report that Jessie McKinney returned home last week from the Franklin Hospital where she had been under observation. Under medical advice, she is not permitted to receive visitors just yet, but this does not keep us from sending her best wishes for a speedy recovery.

Two weeks ago the services of Mrs. Loewenstein were engaged by the Redding Club for a talk on parliamentary law. She had a large and interested audience. The program was arranged for by Mrs. Ora Demick.

Susan E. McGill is very busy organizing a B. & P. W. club at Yosemite. A group met November 2 to elect a temporary chairman. We know with Susan at the helm that the culmination will be another splendid club to take its place in the sun. To quote a portion of Susan's letter: "We think we can have a table for ourselves for the Christmas dinner at the Ahwahnee Hotel High Jinks. All old English Christmas dinner, Yule log, roast beef, blazing plum pudding, and all the table credited to the B. & P. W. C. If any of our San Francisco members are coming out, then we will be pleased to reserve seats at our table. Only \$7.50 per each. . . ." So if any are interested, make your reservations with Mrs. Burlingame or direct with Susan E. McGill c/o C. G. Thomson, Superintendent, Yosemite National Park, Calif.

Annie Little Barry has just returned from a month's trip. She met her sister in New York, then they motored to Florida, arriving in Miami in time to participate in the hurricane. Your reporter was present at one of these terrific storms a few years ago in Mobile, and what you see, how perfectly helpless you are, and the aftermath are, as Mrs. Barry puts it, "a most unforgettable experience."

Marie Wilkening spent the Thanksgiving holiday in San Francisco. She took the time to pay us a visit in the club rooms.

We send tardy greetings for a speedy recovery to Rose Bezek, who has been confined to her home and to bed with the "flu."

Lillian Macneill Palmer spent several days in San Francisco fixing up the flats. She returned to Los Gatos in time for Thanksgiving. Louise Stivers spent Thanksgiving Day with her and reports that she has never spent a more pleasant one.

RADIO BROADCAST

A broadcast of great interest is the one to be given by Miss Charl Williams, Friday morning, December 6th, at 10:15 o'clock. It is over station KPO in the *As Woman to Woman* hour. The entire period will be turned over to Miss Williams. She will be introduced by our president, Margaret Torreyson.

PROGRAM

December 17th—Tuesday—that's the date. The Friendly Jinks. The Dramatic Gals will give us *Christmas Shopping*. Just a short skit for laughs. We'll have Mexican flavor for a bit—three recent Mexican tourists will chat and Clotilde will give pictures of her adventure. My speaker is still in the air—but I'll have him in the bag next issue.

GERTRUDE D. TUBBS, Program Chairman.

CIVIC SECTION

Have you heard of the Consumers' Research? Do you know there is an organization that can give you scientific data about the goods you buy and how much they are worth? Do you know you can use high-priced, advertised toilet articles on your skin and damage it permanently? Has it occurred to you that many of the ailments of modern man may be caused by chemicals and non-food products, eaten daily?

Monday, December 16, may be a hard date to keep, but Dr. Frieda Kruse, Charlotte McClelland, and Ethel Maxwell will give you information worth money and health to you. They will expose conditions of vital interest to all, and show us what we can do about them. Zella Kimball, Legislative Chairman, is in charge of the program. More next week, but keep that date.

Last week we heard an instructive talk by Mrs. William Palmer Lucas. Wars grow out of treaties. No treaty should be permanent. We need a new international viewpoint. Mrs. Lucas came to us, because she had promised, though she was ill and should have been in bed. We appreciate the sacrifice she made, and from it we should draw inspiration to make sacrifices also in the interests of our civic duty.

LOUISE STIVERS.

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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NEW LAWS AND SAFETY

From purely a safety point of view, some important motor vehicle legislation was enacted at the last session of the legislature.

A number of amendments to the Vehicle Code were adopted designed to strengthen the drivers' license laws and to place the duty of safe driving upon individual drivers.

One of these has to do with increased requirements in the examination of prospective drivers. Another gives to the Department of Motor Vehicles the right to require the re-examination of drivers at will. This, in turn, is supported by an amendment which will require the setting up of individual records of drivers. Hereafter every operator will have filed against his record certain convictions of violations of the traffic laws and also the number of accidents in which he has been involved. Thus, the Department will be in a position to determine at a glance the safety record of individual drivers.

Additional powers have also been granted to the Department of Motor Vehicles to suspend drivers' licenses for various offenses committed under the new Vehicle Code.

A very important amendment empowers the California Highway Patrol the right to investigate all traffic accidents resulting in personal injury or death and to gather evidence for the purpose of prosecuting those whose violations of the law contributed to such accidents.

All of this will undoubtedly have a salutary effect upon the accident-prone motorists, for it will concentrate the strong arm of the law directly upon those responsible for serious traffic mishaps.

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CORRESPONDENCE CORNER

A letter reaches us from Lynn O'Brien, whose new address is U. S. Immigration and Naturalization Service, San Ysidro, California.

"I am finding my border experience quite interesting. It would remind you of an old mining town—lots of color and many diverting types of humanity. My new office associates are exceptionally pleasant and I am anticipating a rather pleasant routine in contrast to the deadly grind in most city offices today.

"I've met a Mrs. Hutchinson here who is a member of the San Diego Club. She has asked me to several of their meetings, but so far I haven't been able to attend any. I have had several trips down into Mexico, saw the fair in San Diego, went to Los Angeles and the San Bernardino Mountains, and, most exciting of all, came down here by airplane. It was grand."

ALMOST UNBELIEVABLE

Ripley's *Believe It or Not* could hardly do better than this one. Recently Mrs. Harriet Blockburger gave a radio address. Some friends of hers in West Virginia were out driving in their car, which is equipped with an excellent radio. They happened to turn the dial just in time to hear Darrell Donnell announce Mrs. Blockburger. Of course, they had no foreknowledge of the broadcast. Their telegram announced that the voice was as clear as though the speaker had been in the car with them.

For a Christmas gift that is always appreciated see:

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National and State Convention Song

We sing of a state so glorious
That words are hard to find
To picture half its beauty,
The richness of flowers divine.

Chorus

Oh, California, most wonderful state of all,
To California, we homage bring.

Thy fertile valleys, majestic mountains,
And stately redwoods, to thee we sing!
Thy golden sunshine and sky of azure blue
Reflect on flow'rs dipped in silver dew.

Our land of treasure, beyond all measure,
Oh, CALIFORNIA, ALL HAIL TO YOU!

The words to this song should be learned by all club members. It is to be sung in ensemble at all state and national gatherings.

Come up and see us some time—

but make it soon! We want you to see
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The Business Woman

SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

DECEMBER 14, 1935

No. 50

Weekly Program



December 16—Civic Section, 7:30 P. M.

December 17—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.

December 19—Choral Section, 6:45 P. M.

December 19—Thursday Open House.
Christmas Party and December
Birthday Party.

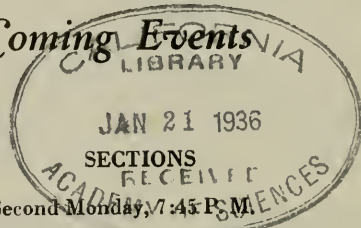
Hostesses
Bright Tatarian
Allene Schuerbrock

Isabelle Banz
Olive Chauvaud
Lydia Rogers

Lucille Caesar
Phillis Bourne
Effie Gillespie

Please make dinner reservations early at Club Rooms, PROspect 8347

Coming Events



Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

CHRISTMAS PARTY

December 19th

Don't forget that Santa Claus will be looking for you at the club rooms on next Thursday. He wants you to know that he is going to have some charming assistants both to entertain you and to help him hand out the presents—which, by the way, you must not forget to bring with you. And there will be extra smiles, if nothing else, for the birthday celebrants.

CIVIC SECTION

Monday night, the 16th, the following books and the frauds which they expose will be reviewed briefly by the members indicated:

100,000,000 *Guinea Pigs*—Dr. Frieda Kruse.

Counterfeit—Ethel Maxwell.

Skin Deep—Charlotte McClelland.

These women are well equipped to discuss these subjects and they have planned an entertaining as well as an instructive meeting for your benefit. Zella Kimball will tell you about the present pure food and drugs legislation in this state.

Do not forget. This is the third Monday, not the fourth. Save the evening. Come and support your own members. They may be able to save you money and health.

HI—MEMBERS! THAT FRIENDLY JINKS!

Tuesday Next — December 17th

Ballroom, Western Women's Club, at 6:15

Community Singing—o' course!

Skit: "CHRISTMAS SHOPPING AND GETTING ENGAGED"

Misses Bell, Rudasil, Crockett, Ferm, Tubbs

Chat of 20 minutes allotted to Three Mexican Tourists

Clotilde Grunsky will show Moving Pictures taken by her in Mexico
last September

SPEAKER: Miss G. A. Shaffer, Prominent San Francisco woman,
traveler, writer, realtor

Her subject: INTERVIEWING DISTINGUISHED PERSONALITIES

How's that—A FRIENDLY JINKS—doncher think!

Dinner—88c

Make Reservations Immediately

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco

Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enald C. Jones
2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Mary Knight

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Second Vice-President.....Nell C. Boardman
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Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NOMINATING COMMITTEE

Pearl Smith, chairman
Ethel M. Johnstone
Lucia Steidel

Article IX, Section 2: "This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said Committee, signed by the Chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the Bulletin Board of the Club at least two weeks prior to the annual meeting at which the elections of the Board of Directors and Officers shall take place."

ADAH RUTH TAYLOR, Recording Secretary.

PLEASE NOTICE

Next week we put out a Christmas issue of THE BUSINESS WOMAN. If you care to insert a personal Christmas greeting, it must be in the hands of the editor not later than Saturday, December 14.

There will be no club calendar of events in that issue, so please keep in mind that there will be Choral and Open House as usual on December 26.

ADVERTISING NOTES

Listen, motorists! You can make your motor "pick up" quickly with Associated aviation Ethyl and lighter grade Cycol motor oil these cool mornings. A convenient station is just back of the club rooms at Post and Mason Streets.

CLUB NOTES

MARGERY SHAFFER

Our staff business manager, Ruth Shaw, leaves Wednesday, December 18, for a delayed summer vacation. She will spend Christmas in Omaha with her sisters and their families. Then she will leave for Portland to be with her daughter for New Year. Her entire trip will extend over three weeks. *Best wishes for a very pleasant trip and a happy holiday, Ruth.*

Dr. Margaret Chung entertained a distinguished guest recently. It was none other than Pauline Fredricks, who was in San Francisco to see Helen Gahagan.

Ora Demick tells us that her new address is 280 Dorantes Avenue, telephone MONTrose 4532.

During the reception for our National President, Charyl Williams, we had the pleasure of hearing Miss Augusta Gillespie play a piano selection. She is an accomplished musician as well as teacher and we hope to have the pleasure of hearing her again. Miss Gillespie is the sister of our own member, Effie Gillespie.

Our president, Margaret Torreyson, has been made permanent chairman of the recently organized Presidents' Council. The council was an outgrowth of a Civic Section program of which we hope to tell you more very soon.

Our receiving line at the Thursday reception included many of the state officers as well as a national officer. They were: Carolyn Weber, State President; Sarah McCadle, First Vice-President; Margaret Perkins, Publicity Chairman; Patricia Calhoun, Editor, *California Woman*; Florence Stahl, President, Bay District; Charlotte McClelland, First Vice-President of Bay District; Genevieve Allen, State Radio Chairman; Mrs. Beele Loewenstein, National Parliamentarian.

Many of Anne Woodall's friends were pleased to see her at the reception.

Carolyn Weber stayed at the Western Women's Club during Miss Williams' visit in this city. She drove the National President south to the District Meeting there.

Minnie Korn appeared at the club radiant and smiling after her sojourn in Mexico.

It is gratifying to report that Rose Bezek has recovered from her recent illness. We hope to see her in the club rooms soon.

R. C. A.

Cup'la enjoyable nights at the theatre of late: abbreviated Shakespeare and Charlotte Greenwood—42 in our party to the latter.

Theatre, Monday, December 23rd, at the Geary. hat much discussed play, *Children's Hour*. Tickets 5 cents.

Sunday, December 15—WE WALK through our ark. Meet at the end of the Geary Line—right at the Beach at 11:15. We'll walk backwards (not literally, to be sure!) through devious roads; got a new place to show! Rain or shine—I'll be there!

GURTY.

OUR NATIONAL PRESIDENT

Charming women—such a crowd of them as raced the receiving line at Thursday night's reception for the National President, Miss Charles Williams!

Headed by our own president, Margaret Torreyson, and our State President, Carolyn Weber, the line was a long procession of grace and winning personalities. We were all delighted with Miss Williams' graciousness and it was a rare privilege we had in entertaining her.

Several state and district officers were present to do her honor and their presence also added much to the pleasure of all.

Our club rooms were inadequate for the crowd and Merrill Hall was also pressed into service for the evening. Here our two newest past presidents, Gertha Dale and Sylvia Kempton, presided at the long tea table, and Edith Floyd and her co-hostesses were everywhere dispensing their own particular brand of hospitality.

We have had so many enjoyable events this year that we could not pick out any one that was better than the others, but certainly this reception was far from the least, and we all felt a note of pride that we belonged to an organization that could bring together such a group of cultured and refined, as well as competent and efficient women.

N. J. F.

CORRESPONDENCE CORNER

From 200 South Lexington Avenue, Pittsburgh, Pennsylvania, comes a letter from Marion Morris. She says: "While on the boat, I really couldn't believe that Christmas was coming, but now, with nowflakes falling outside, I'm looking forward to seeing Santa Claus coming down the chimney at the appointed time. I am receiving THE BUSINESS WOMAN regularly, so you all seem quite near, after all. It is fine to be here for a while, but I do pity all the people who can't live in California. Best wishes for a happy holiday season."

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SIGNS OF THE TIMES

Every morning I awaken a bit more "international" than I was the night before. How can any thinking person possibly limit his or her mental boundaries to anything less than the universe at the present time?

Even the youngsters are becoming internationally minded. Thanksgiving, a large assembly of parents, grandparents, in-laws, and friends gathered about a certain festive board. Among those present sat one five-year-old boy. His father had spent hours teaching him little stories for him to tell to the guests. After much eating and adult conversation, the father turned to the little fellow and said: "Now, Bob, would you like to tell us one of your stories?" Bob sat back in his high chair, surveyed the scene before him, shook his head, and replied: "No, Daddy, I think I'll talk on Ethiopia." And Bob probably could have talked on that subject as well as many a grown-up!

The November *Independent Woman* gives us an illuminating article—*Behind the Lines in Ethiopia*. Still being unmarried, at this time, I have not decided by the title whether the writer referred to the much advertised battle line with Italians arranged conspicuously on one side and Ethiopians playing hide and seek on the other, or if she was writing about the over-advertised "battle front" in the home. At that, we could learn a few things about marriage and divorce from those people. They have a fairer sense of equality and justice in certain matters than we seem to have. Mrs. Lucas reminded us, a few weeks ago, that Americans are prone to feel that any custom, habit, condition, or what-you-will practiced by any foreign country, that differed from those of our own, was undesirable, peculiar, and not up to standard. Aren't we the conceited race!

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December's theme is *Honest, Efficient Judiciary*—three strong words that positively make me blush. To be sure, our judiciary has many splendid features, but there certainly is room for improvement. Our own club, as well as the National Federation, is fortunate in having among its members brilliant, experienced, well-regarded women whose vocation concerns honest, efficient judiciary in a big way—and they strive to maintain that high standard, regardless of the antiquity of our system, the flaws in it, and the general opinion of it.

Speaking of justice, it is well to know how we stand with the men. I anticipate that day when men and women will be regarded just as *people*, working and playing *together*. Meanwhile, our Secretary of State, Cordell Hull, handed us a bouquet that is a challenge, when he addressed the National Federation's Executive Committee at Washington recently. That meeting, with Mr. Hull's broad view of our capabilities, is given in detail in the November *Independent Woman*. Each one of us helps to make up the 60,000 to whom he referred—and international *thinking* must come before international understanding, influence, and good-will. How's your thinking?

SHIRLEY RADKE.

FROM MRS. BRACE TO THE BUSINESS WOMAN

While sick, I asked Saint Peter

If a place I could receive.

"No! No!" said that dear old Saint,

"You're not acceptable, I believe."

This very much discouraged me;

Lying sick upon my cot,

I pleaded with old Satan:

"Now, just what have you got?"

He answered: "Well, old sinner,

I'm sorry, you'll have to wait;

My place down here is very full—

A long line standing at the gate."

So finally I've decided

On earth I must remain,

Attending patiently to the task

Of getting well again.

So now I'm convalescing;

Soon among my friends I'll be,

Rejoicing that neither St. Peter

Nor Satan had place for me.

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A CHILD'S ANSWER

Safety is such an abstract thing that it is sometimes difficult to arouse interest in the subject. One cannot visualize safety as a living, breathing thing and yet it is a very important factor in our everyday life. Its effect cannot be measured by ordinary standards.

A little girl with a safety-minded father visited an automobile club safety department where safety pledges were available for the public. She was not far from the kindergarten age, but she knew the answers to the questions. She knew it was safer to cross at the corner than in the middle of the block and that it was safer to walk than to run across streets. She was positive that children should never play in the streets.

The last question came: "Who must look out for your safety on the street?" Without hesitation came the unexpected reply, "God." The story is as reverently told as was the little girl's answer. In the chuckle which went round the booth was the shadow of a tear. This little one has more wisdom than we, and may her confidence never be unfounded. She does her best and leaves the rest to God.

But we are not so helpless. We can help ourselves, as well as others. We can do much for public safety by accepting individual responsibility, by joining the forces of aroused public opinion and not leaving it all to Divine Providence. THINK SAFETY. ACT SAFETY. LIVE SAFETY.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 12

DECEMBER 21, 1935

No. 51



Merry Christmas



A Christmas Message

MARGARET TORREYSON

Let us pause a minute in the busy whirl which carries us along these days, to give a thought to the customs and history in which this Christmas season abounds.

We have enjoyed and will enjoy for many days to come the lovely tree with its gaily decorated branches which dominates our club rooms. But in our delight at its beauty will we ask ourselves the origin of this tree which so symbolizes Christmas among the Christian nations? Many of us associate it with the gay young spruce which originated in Germany, but it has been traced back to the Romans, from whence it went to Germany and thence to Great Britain and then came to our own United States.

However, even before the Christian Era there was grown in ancient Egypt a palm tree. Each month this tree put forth a branch and a spray of this tree with twelve shoots on it was used at the time of the winter solstice as a symbol of the year completed and a new year to begin. Can we not apply this ancient custom to our own modern club? Do we not endeavor to accomplish some one forward step each month through our programs and sections—another branch—until at the end of the year we have a tree of accomplishment as symbolized by the very ancient Egyptian tree and carried on down through the ages to our Christmas Tree.

The year just rounding to a close has been a happy and purposeful one for our Club. We have worked together and played together. Accomplishments have not been due to any one person or group but to the membership which has so willingly given of time and energy so that each month a branch of our tree might be completed. We can now look back on what we have done and anticipate the branches



Photo by du Charme Studio

we are to put forth next year toward accomplishment.

To each and every one of you
A Merry Christmas and
May your New Year be
filled with happiness
and Success.

YOUR PRESIDENT.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

IRMA BURLINGAME
Executive Secretary



The members of the staff of THE BUSINESS WOMAN take great pleasure in wishing you all a very Merry Christmas and a Happy New Year.

ENAID JONES, Editor
ANNE ATTRIDGE, Associate Editor
NANCY FOSTER, Contributing Editor
MARGERY SHAFFER, Club Reporter
RUTH SHAW, Accounting
MARY KNIGHT, Advertising

Season's Greetings

COMMUNITY PLAY HOUSE

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A CHRISTMAS PARTNERSHIP

A True Story

All Christmas days should be bright and shining but last Christmas certainly overlooked the obligation. It was the worst day of the year. A cold wind swayed the trees and, though the busy little windshield wiper went into a very fever of activity it could not prevent the rivulets running down the glass.

It was just as I turned into the highway that I saw him, seemingly a bundle of rags except that the bundle moved. I pulled up and waited for him to clamber in, every admonition in every automobile guide flashing through my mind. "I don't care," I muttered to myself. "It's Christmas and if he wants to hold me up, he shall!"

With a grin I told him something of what was in my mind. He laughed and said in a brogue so rich and sweet that the car seemed filled with the music of it: "So it is that the innocent must always pay for the guilt." "

Then we fell to talking about Christmas: how they try as they may, men and women cannot commercialize it; how there must always be a real Christmas to them who understand and love it. We spoke of the Wise Men who followed the Star and that men if they are wise, still follow it.

But we agreed that, best of all, we liked the shepherds tending their flocks because they stayed on their jobs and, humble though they were, could hear the angels singing. We thought it was nice that the story tells of more than one shepherd, that there were many groups of them, which meant friendship and brotherhood, and we decided that it must have been chiefly to these that the angels sang, "Peace on earth, good will toward men!"

Suddenly there was a quick movement and there in my lap lay a shining quarter of a dollar. "Oh, I want yez to buy yezsilt some limonade," the soft brogue murmured. (Lemonade! My teeth were chattering!) "Oh, I couldn't take it," I cried unthinkingly. "Oi insist," he said with dignity. "It is worth that to talk about Christmas."

"I'll tell you," I exclaimed, "this Christmas Day our lives have touched and we'll always, always be friends. I'll put a quarter with this and we'll leave it at the drugstore for cups of coffee for fellows who may be feeling cold and lonely. We'll say it is from two friends—other travelers."

For a moment he didn't speak, then, "That will be foin," he whispered.

At the drugstore we left our gift and said good-bye in a long, firm handclasp. Wherever he is, I send him greetings, this my Christmas Partner.

LILLIAN MACNEILL PALMER.

ALEXANDER HAMILTON

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HAZEL OPPENHEIMER

Equitable Life Assurance Society of New York

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Everything that a Merry Christmas and
a Happy New Year can bring you is in
this wish for Happiness always for you all.

EDITH FLOYD

This isn't a wish just for Christmas,
For a day or a week of good cheer;
But a wish that the choicest of blessings
Abide with you all through the year.

NAN G. LAWRENCE

Christmas greetings, Christmas cheer,
With happy days throughout the year.

PEARL SMITH

In the name of good friendship this greeting
conveys
A warm Merry Christmas, a New Year whose
days
Are kindly in all their events and their ways.

HULDA MCGINN

To wish you a Joyous Christmas and a
New Year filled with Happiness

PEARL R. PARR

Wishing you all Christmas cheer
And happiness for the coming year.

BRIGHT TATARIAN

Just a friendly thought of you at Christmas with
hearty wishes for your happiness throughout
the coming year

D. ROACH WITHERS

A bright and happy Christmas season and
all good wishes for the coming year.

IDA ROSE GREBINAR

To let you know you're being wished,
In friendliness sincere,
A world of Christmas happiness
And pleasure, mirth and cheer.

EMMA SCHMEDES

CHEERIO

Merry Christmas and Happy New Year

RAE MORROW

Wishing you a joyous holiday season and
happiness throughout the year

NELL C. BOARDMAN

I'm glad to say "Merry Christmas";
My wishes are warm and true;
For it's hard to find on life's pathway
Folks who compare with you.

LOUISE STIVERS

A greeting old, but ever new
Merry Christmas
Happy New Year

BERTHA J. DALE

In the bit of green it's wearin',
Sure this rhyme may hint of Erin
The same as does the name that signs it, too,
But of blarney there's not any
In the Christmas wishes many,
And the Glad New Year that's wished here—
Just for You.

THE HOUSE OF O'BRIEN

THE SEASON'S GREETINGS
to all our members, old and new

NETTIE B. SMITH

Merry Christmas to all

VIOLET NEUENBURG

Room 1438

111 Sutter Street

KEarny 5164

To each member of the Business and Profes-
sional Women's Club of San Francisco I extend
my Christmas Greetings and very best wishes
for 1936.

ELIZABETH DUTOT

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CORNELIA FARRELL, Cashier

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extend to the club members best wishes for a
MERRY CHRISTMAS and a HAPPY NEW YEAR

MARGARET TORREYSON
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DR. ADAH RUTH TAYLOR
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JESSIE D. MCKINNEY
HAZEL OPPENHEIMER
GERTRUDE D. TUBBS
EDITH C. FLOYD
VIVIAN YARBROUGH

This is the season of the year for good cheer
and good wishes. My wish is that the Spirit of
Peace will dominate the peoples and nations of
the world for all future generations.

BELLE LOEWENSTEIN

Holiday greetings and best wishes for a
Merry Christmas and a Happy New Year

INGEBORG FERM

MARY ELEANOR'S

Wishes friends and patrons a very
Merry Christmas and a Happy New Year

Of all the greetings tried and true,
The one I like best is
Merry Christmas to you.

BELLE McDONALD

Again at the Christmas season my thoughts go
out to my friends in the Club, in deep apprecia-
tion of their friendship, hearty congratulation
for their success and best wishes for their hap-
piness in the New Year.

WINIFRED KERR

Peace on earth, good will towards men

MARION BENDER

Yerba Caa

Wishing you the
Happiest Season
ever—

HAZEL OPPENHEIMER

To my dear Friends and Fellow Members
of San Francisco Club—
"Just a couple of good wishes,
Sent with best intent,
Joyous Christmas, Happy New Year,
Both are most sincerely meant."

CAROLYN WEBER
State President

Here's wishing you Happiness, Good Cheer and
Laughter
For Christmas and New Year and all days
thereafter.

MATILDA SCHIMPF

At Christmas Tide
Friends are a little dearer,
Our vision is a little clearer,
At Christmas Tide.
May all of our Club members have a very
Happy Christmas and a blessed New Year,
and may the precious gifts of work and play
and love enrich their lives.

ANNIE LITTLE BARRY

Kind remembrances for
A MERRY CHRISTMAS
and every good and hearty wish for
A HAPPY NEW YEAR

EFFIE GILLESPIE

A happy wish for many joys
At Christmas time, and then
The best of cheer all through the year
Until it comes again.

MAE AND JACK LONG
MOTHER AND DAD OSGOOD
ATHALEA AND ALLISON

MERRY CHRISTMAS
HAPPY NEW YEAR
FRANCES EFFINGER RAYMOND
LUCIA RAYMOND STEIDEL
ELIZABETH STARBUCK ADAMS

This expression of friendliness and good will
comes to you with all good wishes for a Very
Merry Christmas and a Happy New Year.

ANITA K. MAYER

Merrie Christmas and a Happy New Year. In the language of that other Rip Van Winkle, "Here's to you and your families. May you live long and prosper."

LILLIAN MACNEILL PALMER

Greetings large may come and go
With all the things they say,
But I've never found,
In looking round,
Two words that have a better sound than

MERRY CHRISTMAS

DAISY PRECHTEL

Merry Christmas to you and yours, and may each day of the New Year add to your happiness.

ISABELLE E. BANZ

Blessed Anniversary of the birth
Of Jesus, who saw with perfect clarity
And deepest Understanding the worth
Of absolute surrender to the unity
With Justice, Mercy, Love, — THE
HOLY TRINITY.

HARRIET B. WARD

A Christmas merry, glad and gay,
Happy New Year every day.

MILDRED INEZ WURZ

This joyous little message has brought
Our best and happiest Christmas thought.

MINNIE KORN

GENEVIEVE ALLEN

FRIEDA KORN

ALLENE SCHUERBROCK

Wish you a Merry Christmas?
Indeed I do! and then
Twelve months of cheer all through the year
Till Christmas comes again!

ADAH RUTH TAYLOR

HAIL! HAIL! HAIL!

Merry Christmas

SYLVIA AND GRAYCE

MERRY CHRISTMAS FROM ADA BRACE

When I am plunged in deepest woe,
My club friends dear do rally round.
My illness is a friendship blest;
Surely this fact I've always found.
I still lie sick upon my cot,
My mind at times just whirls and whirls,
So all the Christmas joy can give
My greatest love to you, dear girls.

May Christmas and the New Year bring every happiness to my fellow club members.

LILLIAN HALL

Greetings to you this Christmas season with
best wishes for your happiness always

NETTA JONES

Remembering you all with good wishes at
Christmas

THERESA MEIKLE

Here's a thought and a greeting for a real
Merry Christmas

LUCILLE CAESAR

Warmest greetings at Christmas and
Best wishes for the coming year

LOUISE O'HARA

Wishes sincere for a Merry Christmas and a
New Year of abundant happiness

MARY F. MOONEY

With every good wish for your happiness
now and always

ANNA HUNT

May Christmas bring a happy share
Of everything that's glad and fair,
And may the year, so rich and new,
Bring perfect happiness to you.

MARGARET BELL

Just a Merry Christmas

Good Luck and

Best wishes

ELSIE MONTE

CHRISTMAS PIQUANCY

Mid-November: Oh Deah! Christmas only six weeks hence—whew! Even the years have taken to speed mania.

Late November: Christmas sort-a pesty; just a span for childhood; relief when it is over. Christmas cards already.

Early December: How entrancing the stores, little tinsel fairy palaces wherein to wander; funnies in the windows and gifts too enticing.

Mid-December: A season of emotions. Kiddies gadding with eyes of expectancy and gasps of wonder; sweeties choosing for their adored; friends abounding in chatter of purchase.

Christmas: Cards a-plenty, little ambassadors of friendship; gifts, perhaps tiny, yet huge carriers of affection; telephones a-buzz with salutations of cheer; trees tingling with radiant glitter; king turkey arriving with his retinue. Happiness invests the Christian world.

'TIS THE BIRTHDAY OF CHRIST!

GURTY.

From Eastern snows and blizzards
A message of good cheer
For a jolly, joyous Christmas
And a gladsome, gay New Year.

MARION MORRIS

This expression of friendliness and good will
comes to you all with best wishes for a very
Merry Christmas

JOSEPHINE RUDASILL

Merry, Merry Christmas
Best wishes for a Happy New Year

FRANCES J. EAGAN

With every good wish for a very Merry Christmas
and a Happy New Year

LILLIE KUCK

Another Christmas wish to you,
With one for Happy New Year, too.

MARY BAKER

Cheerio to all club members from the outgoing
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Just a hearty greeting and a wish sincere
For a Merry Christmas and a glad New Year.

HELEN BENIOFF

A wee bit of a message but a great big
MERRY CHRISTMAS
LEOLA GOOD

May Christmas bring you its brightest and best
And the New Year its happiest.

MINNIE DUMAS

To greet you with best wishes for
Christmas and the New Year

ELIZABETH MOWDER

CHRISTMAS GREETINGS

IDA J. LORD

ROSE O'BRIEN

greet her friends of the Club with best wishes
for a Merry Christmas and a Happy New Year.

Christmas greetings and a wish that 1936 will
be that rare book—the one in which each
chapter is better than the last.

POLLY HATCH, Book Section Chairman

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CHRISTMAS

Christmas falls like a benediction on what we conveniently call a year. While it finds us enjoying the warm hospitality of family or friends, the love of little children, the selfless expression of our esteem and affection for those dearest to us, let us extend a helping hand, let us share through loving kindness with those who need our cheer, filled with tenderness, restful and rich in simplicity.

Christmas is more than an occasion—it is an endeavor to reach higher ideals and greater achievements in service to others. Such were the purposes and accomplishment of Him whose advent into this journey has been celebrated down the centuries throughout the world, at this season.

Christmas is an international thought, without boundaries, without limitations, without misunderstandings. As each individual strives to exemplify the true spirit of Christmas each day of the year the peace and good will between ourselves and between nations will fall like a benediction on a year radiant with achievement of good and the joy of wholesome living.

SHIRLEY RADKE

R. C. A.

Sunday, December 29—a walk.

Tuesday, December 31—New Year's Eve Theatre Party, at the Geary, the second show at 10 P. M. The Play: "The 16th of January."

GERTRUDE D. TUBBS, Recreation Chairman

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The Business Woman

SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 12

DECEMBER 28, 1935

No. 52

Weekly Program



Coming Events

January 2—Choral Section, 6:45 P. M.

January 2—Thursday Open House, 8 P. M.

Hostesses

Margery Shaffer

Allene Schuerbrock

Catherine Dawn

Frieda Korn

Anna Reidy

Mollie Gunn

Elizabeth Mowder

Edith Nelson

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

SECTIONS

JAN 21 1936

RECEIVED
ACADEMY OF SCIENCES

Happy New Year



NEW YEAR GREETINGS

It was all big; I had forgotten how big that Palace Hotel ballroom is. The crowd was big, the speakers were big; their subjects were big. From one end of the speakers' table I gazed down its length—"as long as a Los Gatos block," I thought, and felt very hill-billy-ish and rather lonely.

And then, far down at the other end, I saw with the same old thrill of pleasure the beloved face of a friend, one Ceil Hamilton, waved to her and felt at home. And my mind strayed from the rattle of dishes, the preliminary talk, back, back, through the years, each one freighted with memories of that understanding friendship.

The talk began—strange talk of strange things: a changed government; a changed world; changed ideals. We ourselves were changed, and it suddenly occurred to me that in all that vast crowd the friendship alone remained unchanged.

The word friendship invariably brings me to the club and I went in thinking of that. Born during a great war that was to remake the world, it, too, has had to make adjustments, growing a bit, slipping a bit, growing some more, but *persisting* because of the soul of it. Vision, co-operation, endeavor, loyalty, friendship, these are the only things that persist, for they are things of the spirit, and the spirit never dies.

And so, to all those friends of many years, may I send a wish for a New Year not long enough to contain its gladness! And to all the new friends whom I am eager to know, may I send the same wish?

LILLIAN MACNEILL PALMER.

WANTED—A PIANIST

We need a pianist for the dancing class to add rhythm to our steps. Will some one volunteer to help us out? No great skill is required—just ability to keep good time and play simple dance music.

JOSEPHINE RUDASILL, Chairman.

QUESTIONNAIRE

During the past week the members of the club have received a questionnaire pertaining to their jobs and the possibility of openings for work in San Francisco. This questionnaire should be filled out and returned to Margaret Torreyson at the club rooms by January 1 or as soon thereafter as possible in order that our organization may do its part toward the problem which the President's Council is endeavoring to work out on the employability of women in San Francisco.

DANCING—DRAMATICS

The new Dancing Section has proved so popular that we are holding it twice a month, on the same nights as the Dramatic Section meets. Schedule is as follows: Second Tuesday—or January 14—dramatics, with Mrs. Hackett, 7:30 to 8:30; dancing, with Miss Hansen, 8:30 to 9:30. Fourth Tuesday—January 28—dancing, with Miss Hansen, 7:30 to 8:30, and dramatics, 8:30 to 9:30.

The Dramatic Section is planning a very interesting special event for the near future, so all members should come out to Dramatics and take in both of these most worthwhile activities.

ELSIE FEAR, Secretary, Dancing Section.

NANCY FOSTER, Secretary, Dramatic Section.

DEC 30 1935

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Mary Knight

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Second Vice-President.....Neil C. Boardman
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Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
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Education.....Clotilde Grunsky
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Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Neil C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

A NEW MEMBER

Among Santa's many surprises at the Christmas party was the addition of a new member brought in by Santa's assistant, Effie Gillespie. The member was none other than a shiny new teakettle for Thursday Tea. It arrived with the following application:

Application for Membership in Your Club

Name.....T. Kettle
Address.....Anybody's kitchen
Business.....Professional boiler of water
Talents.....I can sing
Recommended by.....The hardware dealer
Sponsored by.....Effie Gillespie
Please adopt me, as I need a home.

We all join in thanking Effie for her good work on the membership committee.

CLUB NOTES

MARGERY SHAFFER

Congresswoman Florence Prag Kahn recently enjoyed a well-earned rest and vacation from her many public duties. She quietly slipped away on the *President Pierce* to Hawaii for three weeks, returning in time to spend Christmas with her family and friends before departing for the opening of Congress.

Believing that a contest in choice of officers is wholesome activity in a club's membership, the Credit Women's Breakfast Club had an interesting, duo-candidate ticket for each office, and it was a real task to choose and eliminate. Thelma McGuire, program chairman, provided ample entertainment for their holiday jinks, and gave them a period of relaxation.

Mildred Inez Wurz recently returned from a week's visit at Palm Springs. She enjoyed every moment and reveled in the beauties of nature and came back to fall into the daily duties at her office.

Nan Lawrence recently dined with Miss Emma Kentz of Los Angeles. Miss Kentz is a member of the board of directors of the Associated Traffic Club of America. Nan and her guest visited our suite and Miss Kentz was deeply impressed with our club rooms and said they were beautiful and the finest she had seen. We all feel the same way about our club rooms, don't we?

Our president, Margaret Torreyson, with her mother left Wednesday to spend Christmas with relatives and friends in Watsonville.

We are sorry that Sara Ann Magill is leaving our midst, at least temporarily. Her work has taken her to Los Angeles; her address at the moment we do not have. *Best wishes and good luck, Sara Ann, follow you.*

Belle Simmons is a long way from home. She is enjoying the holidays with relatives and friends in Rochester, New York.

At the last meeting of the Western Athenæum at the Fairmont Hotel, Thelma McGuire, hostess chairman, had a surprise in the way of gifts for lucky winners. One of those receiving a prize was Grayce Dempsey,—a lovely bottle of perfume.

Did you ever plan to do a certain thing and then during the day accomplish everything else but what you planned? Well, that is what Susan McGill did. She arose early one morning fully intending to put in the whole day at sewing, but she says: "Per-versely my body went out walking for two hours, then letter writing for two hours, and now I think I am going to do some fancy baking instead of sewing today. The club has always been a real home and family to me. Kindly extend greetings to all the girls."

Florence Calderwood is looking forward to a real old-fashioned Christmas with her niece from Los Angeles. The young lady will arrive in plenty of time and will spend several days here.

We tried so hard to report on all our members who made a trek into Mexico this past summer, but we just learned one was entirely overlooked. Clara Brown enjoyed a visit in the old and beautiful cities, and this explains her absence from meetings.

A little mother is thrilled to report that her son is coming home for the holidays. Elsie Monte is busy planning to do all the things boys who have been away to college all year anticipate.

For the last few meetings we have had a visitor in our midst. She is Miss Ruby Newberry, from

rand Island, Nebraska. She has been state recording secretary for the B. P. W. C. in Nebraska. Miss Jewberry plans to make her home in San Francisco, and we hope to have her join our ranks.

A cheery Christmas card came to the club rooms announcing that we would receive the *Delineator* each month for the year 1936. This thoughtful gift comes from Estelle Walker, and we take this opportunity to express our appreciation.

R. C. A.

Oh!—a-walking we must go! If this weather just jips along with us—migosh, we just never will be untailed. Sunday next, the 29th—last walk of the good year 1935; we will buy one of those Sunday passes and just gad about town. Let's meet at the old rendezvous—the Hearst Building, Third and Market, at 11:15; from thence—well, who knows where we'll wind up. Tennie-rate, we are goin' ter visit the Coit Tower, this time for sure!!

New Year's Eve: Tuesday—December 31st—10 o'clock show. I just kinda thot as how there might be some gals as wuz kinder without activity this jolly night, so sez me, we'll hie to the theater. Course, it is boisterous and perhaps we may miss some of the lines, but the general air of levity will be good for us. The play, *The Night of January 6th*. You can have a little dinner before, take it leisure-like and then at 10—the second show—be at the Geary, and as the old year drifts out and baby 1936 bursts upon the universe—we'll be in nigger-heaven—by heck!

GERTRUDE D. TUBBS, Recreation Chairman.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant: Bookkeeping machine operator; salary, \$100 per month. Examination January 4, 1936. Age limits, 21 to 45 years.

THANK YOU, MARGARET

Our club rooms looked very gay and festive during the holidays. Part of this was due to the thoughtfulness of our president, who sent the wreaths and garlands with this little note, "To add a bit of gaiety to our club home."

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TALENT WITHIN OUR RANKS

If anyone had an idea that we could not put over a fine home talent program, she must have been agreeably surprised Tuesday night when the evening's entertainment began to unroll and to take on zest and spirit as it moved along.

Songs prepared by our program chairman and led by the Choral are always enjoyed and those rendered on this occasion were no exception.

The clever skit, *Christmas Shopping*, proved that perhaps Margaret Bell and Gertrude Tubbs missed their calling and should have been shop girls. They were ably assisted by Dr. Crockett, Ingeborg Fern, and Josephine Rudasill.

Three of our lucky members who have just returned from trips to Mexico gave interesting talks on their experiences there. Minnie Korn appeared in sombrero and sarape and explained their significance and use in the sister republic south of us.

Gertrude told in a very lurid manner of the four scares she had on her trip, but aside from them she is ready to go back next year.

Clotilde Grunsky brought her story illustrated with moving pictures which she took there and led us in a song which was very apropos.

As though the above were not treat enough for one evening, we were thrillingly entertained with an address by Miss Geneva Shaffer on *Interviews with Celebrities Around the World*, and it was literally a trip around the world, covering many interesting lands and personalities. Miss Shaffer was the only "outsider" on the program, and we were all convinced that truly we have much talent right in our own ranks. We await with avid interest the next of these delightful programs.

N. J. F.

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CHRISTMAS PARTY

A tree, God's gift to man, was donated by the Pacific Gas and Electric Co. to grace our club rooms for Christmas. Standing clear and sturdy in all its symmetrical beauty, a group of us, headed by Edith Floyd, dressed it up with festive baubles. Bertha Dale, through the courtesy of her company, put on the finishing touch by having a floodlight installed to further exemplify its magnificent splendor.

Thursday night, the night of our Christmas Party, arrived, and a merry, happy throng gathered to celebrate not only Christmas but the birthdays of the December girls, too. We were delighted to greet mothers of many members and to have them with us.

A splendid diversified program was arranged for our pleasure. The Choral, under the guidance of Madame Louise Mackay, accompanied by Dorothy Nounnan, gave us a selection of Christmas carols; Eva Smith Hackett and Sylvia Hanson surprised us by presenting recitations and dances by some of their pupils, children with rare talent. Olive Chauvaud again tiptoed as our snowy fairy. Lydia Floan gave a brief, interesting résumé of how Christmas is celebrated in Norway. Christmas solos were beautifully rendered by Mae Barr Long.

As the Choralers sang *Jingle Bells*, in "jingled" Santa Claus (Jack Long) way from the North Pole, with a huge sack of gifts for all the good little girls of the B. & P. W. First a present was presented to each of the December birthday queens; then a huge package was opened by Hazel Oppenheimer, our membership chairman, the gift of our Effie Gillespie. The contents? Well, you just look elsewhere in this issue for that. A real party indeed, with ice cream, cookies, candy and ever 'thing!

There were many faces absent. Wish you had all been there. Another party will be celebrated next year, so hope you can be with us then. The recipients of this delightful occasion were most grateful to Edith Floyd and her coterie of assistants, led by Bright Tatarian, for a Christmas Party radiating love and friendship throughout.

MARGERY SHAFFER.

DR. SUSAN HARRIS HAMILTON OSTEOPATHIC PHYSICIAN

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BOOK SECTION

What the last meeting lacked in attendance was doubly made up by the rapt attention paid to the speaker. Almost at any time during her talk one could have heard a pin drop in a remote corner of the room. Those who were unable to attend miss hearing a great speaker and much more missed seeing the interesting and vibrating personality of M. Elise Haight. If we should ever have the good fortune of having Mrs. Haight with us again, the writer will surely be present; enough said.

Mrs. Haight reviewed, as only she can, the following books: *Europa*, by Robert Buffault; *My Country and My People*, by Sin Yutang; *I Chant Worlds*, by Anna Louise Strong; and *I Write As Please*, by Walter Duranty.

Beyond this, Mrs. Haight briefly commented on several other books and invited questions from the audience.

In retrospect it is a little difficult to select a part as outstanding. All of the time was both educational and interesting—an unusual combination.

I could write much, because my remembrance of a wonderful evening is still bright. Among other things, Mrs. Haight left with all of us, I am sure, a desire to read the books she so graciously reviewed.

MINNIE KORN

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The Business Woman

Official Publication

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Vol. 13

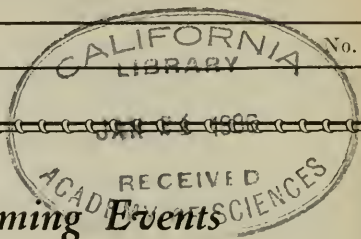
JANUARY 4, 1936

No. 1

Weekly Program



Coming Events



January 6—Civic Section, 7:30 P. M.

January 7—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

January 9—Choral Section, 6:45 P. M.

January 9—Thursday Open House, 8 P. M.

Hostesses

Josephine Rudasill
Allene Schuerbrock

Anne Attridge
Ingeborg Fern
Jean Kerrison

Minnie Korn
Pearl Parr
Nettie Smith

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PProspect 8347

SYMPATHY

Sincere sympathy is extended to Elizabeth Adams and her family in the passing, on Christmas Day, of her beloved little mother, Mrs. Deborah Coffin Adams.

CONCERNING THE QUESTIONNAIRE

Have you returned your questionnaire? If not, please do so immediately in order that a report may be made at the President's Council meeting, January 15. This questionnaire should be sent to Margaret Torreyson at the club rooms.

R. C. A.

Theater Horizon:

Thursday, January 16th—opening night of Walter Huston in *Dodsworth*, at the Curran. Price, I think, 55c.

Monday, either the 13th or 20th, at the Geary, *The Children's Hour*. Price, 55c.

Friday evening, February 28th, at the Memorial Opera House: The Dollar Opera. We will hear *Madam Butterfly* with the same prima donna of last year; we can stand a repeat. Price, \$1.10.

Saturday night, March 7th, same season, *Aida*. Price, \$1.10.

I await reservations.

Walking, Sunday, January 12th. Details later.

GERTRUDE D. TUBBS, Recreation Chairman.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITIONS

Positions vacant:

Bacteriologist; salary, \$140 per month. Examination, January 18, 1936.

Junior statistician; salary \$140 per month. Examination, January 11, 1936. Age limits, 21-45.

Psychiatric social service worker; salary, \$160 per month. Examination, January 25, 1936.

Institution waitress; salary \$40 per month plus maintenance. Examination, February 1, 1936.

PROGRAM

Final program of this regime, Tuesday, January 21st. A fine speaker, interesting, dynamic, and apace with life, Mr. Samuel J. Hume. More next issue.

GERTRUDE D. TUBBS, Program Chairman.

'Twas THE NIGHT AFTER CHRISTMAS

And all through the house, a few members were stirring . . . Thus we sum up the activities of Thursday evening, December 26. Twelve faithful souls felt no after effects of a strenuous Yuletide. Edith and her gracious assistants were there to receive the guests and from all reports it was just another successful, pleasant evening.

The Business Woman

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BUSINESS WOMAN

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2390 Fifteenth Avenue
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Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
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Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
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A LETTER

Dear Members:

You might visualize me as a forlorn, bed-ridden individual lying in bed on Christmas Day, commencing the tenth week of my illness.

I have been deeply affected by the numerous messages that I have received during all these long weeks, but if each one of you could have peeked into my room on Christmas Day and could have seen the jolly wreaths hanging on the walls—flowers, flowers everywhere—loving gifts of every description and kind, and loads of loving messages, many from those I know very well, some from those I know slightly and some from those I do not know and have never seen, you can realize a very different picture.

Many of the dear members sacrificed part of their Christmas Day to telephone or call and give me a word of cheer; in fact, from one to nine o'clock Christmas afternoon I held a continual reception. Were I well, it would be impossible for me to write each one of you the love and appreciation I feel in my heart as I have said many times: "You are the most wonderful group of women in the whole world."

With such a spirit of love and harmony as a group, you cannot help but grow in numbers and individually in character and strength. It has been such a wonderful demonstration to me, especially since I have not been able to share the activities of the club for the past five years. Your devotion, love, and inspiration have greatly inspired me more than ever to the sentiment of the little poem, a part of which I quote:

"Each new experience shall be
A stepping stone by which I'll climb
To places higher, more sublime."

My grateful appreciation and love to you each and all and best wishes for a Happy New Year.

ADA H. BRACE.

CLUB NOTES

MARGERY SHAFFER

As chairman of the Business Woman's Week to be celebrated March 15 to 21, 1936, our president has appointed Margaret Bell to take charge of this very important piece of work.

Olive Chauvaud entertained with some of her lovely dances at the Christmas party of the Women's Traffic Club of San Francisco. Olive is happiest when she can dance the light fantastic to a perfect accompaniment.

We are very proud and happy to advise that Sylvia Kempton has been appointed to serve on the nominating committee for the Bay District Federation.

It is not very often that Ethel Bogardus and her good husband can spend an evening round the home-fires, as they are busy folks. However, one evening they were enjoying a radio program, at the close of which the announcer asked for jingles covering the product of their sponsor, so Ethel thought she would try her luck. A few days before Christmas, she received as an award the first prize, a lovely wrist watch with two diamonds in the setting. By the way, Ethel, have you the correct time, please???? Congratulations!

We have all been proud of the splendid work Vivian has done and perhaps some of us have been a trifle remiss in voicing our appreciation. However, our National President hit the keynote in the following statement: "Local publicity handled by Miss Vivian Yarbrough is the best, most comprehensive of any in my swing around the nation."

When the Danish East Asiatic motorship *Canada* arrived Monday afternoon, Judge Meikle arrived, too, in time to enjoy Christmas with her family and friends. Theresa's vacation cruise to Jamaica was very interesting and enjoyable one and we are pleased to welcome her home again.

A charming personality in one Gladys DeLancey Smith, a junior past president of the B. & P. W. Club of Pasadena, visited our club rooms and attended our last program dinner. At the same dinner we were delighted to meet the sister of Netta Jones, who came all the way from Missouri to spend the holidays with Netta.

We feel very honored to have such a talented member as Catherine Dawn. She has done much in beautiful paintings, has won recognition from many angles in the past. The latest is that she has been asked to enter an original study. Should she be the lucky choice, her subject will be hung on display. More details later. *Congratulations and best of luck to you, Catherine.*

Our president received a very novel Christmas card from the Pennsylvania Federation of B. & P. W. The cover were five views taken during the Seattle convention last July: Multnomah Falls, the Pennsylvania delegates on Mt. Rubidoux, Mrs. Bowman and her daughter Geline, the Pennsylvania Breakfast group, and Mt. Rainier. Inside the card were the season's greetings, with the following standards for 1936: "The Joy of Service, The Satisfaction of Work Well Done, and The Happy Consciousness of the Ever-widening Circle of Friendship."

A month in a hospital is a long time, is it not, Jene? We are pleased to know you are at home again and getting stronger day by day, so keep up the good work and flit the flu. Jene S. Bishop wishes to thank old friends in the club for the many pretty Christmas cards and sends love and best wishes to ALL the girls for 1936.

The following is of interest to all of us. Don't you picture that pretty little song leader at our San Francisco convention banquet, full of pep and rhythm? Well, the troth of Elaine West to Henry L. Brandstad was told at a delightful dessert-ridge given at the home of Imelda Tretheway, of Stockton, to twenty of Elaine's friends. Following the ridge and presentation of the hostess' gift, Elaine was escorted to a beautifully appointed table and seated before a bride's cake. It was then her solemn duty to cut the cake, with a steady hand, and serve the many guests. *Best wishes from your many friends in San Francisco, Elaine, and congratulations to the lucky man.*

Birthday party: Emma Schmedes and her girl

friends at the Music Box—14 of them—good time had by all.

How about all these cocktail parties, egg nog parties, tom and jerry parties—should they rate a mention in our paper?

Vivian Yarbrough gave a cocktail party; Hazel Oppenheimer, egg nog party; Mary Bear, tom and jerry party; and perhaps you know of others!

SIGNS OF THE TIMES

Here we are, with a brand new year staring us in the face. What are we going to do with it—or to it?

I got so interested in reading the December issue of the *Independent Woman* that I almost forgot to proceed with this article. Neill James' *The World Was My Oyster* tempted me to pore over the steamer folders and sailing schedules piled on my desk, although the jaunt I have in mind is quite trivial in comparison with Miss James' globe-trotting experiences.

To get back into a more serious vein, I took more time out and read the two arguments in regard to public ownership, and the *Forecast for the New Year*—Congressional speaking. This last article closes with something worthy of the meditation and action of every woman in the country: "If women cared as much about their present and future economic status as World War veterans care about a few dollars apiece, discriminations against women in Federal, state, county, or municipal government service could not occur."

The key to the January Stair of Progress (A Fairer Distribution of Wealth), given on page 424 of the December magazine, stimulates some more thinking. It bears the heading, *We Need Purchasing Power*, and follows with pertinent questions that should strike home, if you are as tax-conscious as I am on January first.

If I have enough left after my taxes are paid, I shall be off for the alluring tropics with nothing to do except eat, sleep, swim, and get thoroughly fried. Possibly, Miss James got the wanderlust every time taxes were due. If we were getting anywhere with all this taxation, few would fuss about it—but just how far are we getting, and in which direction?

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San Francisco

Something is going to compel governmental housecleaning, from the cellar of the smallest municipality to the attic of the Federal branches. Let us hope that during 1936 the clear thinking and united efforts of business and professional women all over this country will help bring about the economic adjustments that will result in a fairer distribution of wealth, just taxation, and intelligent expenditure of the people's money.

SHIRLEY RADKE.

THE BAY DISTRICT CONFERENCE

The meeting of the Bay District of the Business and Professional Women's Clubs was held in Alameda, December 7 and 8. About twenty-five San Francisco members attended the Saturday night banquet. The honored guests of the evening were Miss Charl Williams, National President, and Mrs. Carolyn Weber, State President. The dinner was served in the high school cafeteria, which was gaily decorated with fruit and flowers. There was a horn of plenty overflowing with fruits. After the dinner the members and guests gathered in the Little Theater, upstairs. Miss Charl Williams was the speaker of the evening. She was introduced by our State President, Carolyn Weber.

Miss Williams' discourse is clearly described in the Oakland Club's *Herald*:

"We were sorry every member could not be present to gain inspiration from Miss Charl Williams' talk and to feel proud of our Federation and glad we have such a fine leader at its head.

"Miss Williams listed four obstacles in the path of women, as follows:

"1. Our failure to have a definite objective and know what we want in this world.

"2. Our failure in some cases to prepare ourselves properly for the business or profession in which we are struggling for success.

"3. Our failure, in many instances, to grasp the opportunities around us and to venture into new fields as courageously as do men.

"4. Our tendency to feel that at forty our lives are over. Men know that 'Life Begins at Forty,' both in business and in personal values. This masculine viewpoint is one that women badly need.

"Then she gave the five assets that are the chief attributes of women.

"1. Women have a great sense of personal responsibility and are willing to see that details necessary to achievement are meticulously carried out.

"2. Women have great tenacity of purpose.

"3. The depression has proved, to those who ever doubted it, that women have shouldered the burden of dependents with the same courage as men and have kept thousands of families together who otherwise would have gone on relief roles and have placed a monstrous tax burden on citizens already overburdened.

"4. Women have heroic qualities in meeting domestic and financial crises.

"5. Women have a capacity for unselfish, disinterested service to their jobs and their country, and both business and the nation need their service.

"She stated that she wished to emphasize that women do not wish to supplant men in our social, political, and economic life; but neither do we wish to be supplanted by men. We greatly desire to develop a technique and a philosophy which will enable us to work side by side with them and to join hands with them in working out an effective democracy."

After the breakfast Sunday morning, there was a forum discussion, led by Carolyn Weber. The subject was *Practical Contributions to an Effective Democracy*. Carolyn spoke particularly on the study which she wishes all clubs to make on the California Constitution. She stated that the Education Chairman had prepared a very fine questionnaire to be sent to all the clubs in the state. After her statement, the meeting was thrown open to general discussion. Among the topics discussed were scholarships, creation of a fellowship, how far the Federation might go in political matters.

The speaker at the luncheon was Dr. Margery Bailly of the English department of Stanford University. Her subject was *The Right to Happiness* and whether there was such a right. She said: "There is no God-given right or rite to happiness."

After the talk, Miss Williams commented briefly on Dr. Bailly's speech.

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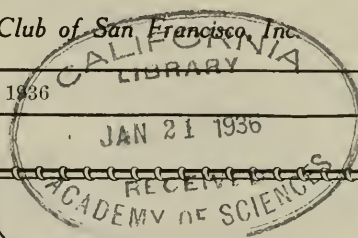
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Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

JANUARY 11, 1936

No. 2



Weekly Program



Coming Events

January 13—Book Section, 7:45 P. M.

January 14—Dramatic Section, 7:30 P. M.
Dance Section, 8:30 P. M.

January 16—Choral Section, 6:45 P. M.

January 16—Thursday Open House, 8 P. M.

Hostesses

Elsie Maclaren
Allene Schuerbrock

Emma Gries	Alice Jones
Helen Mielke	Louise Mackay
Lillie Anderson	Dorothy Ralston

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

A REMINDER

Dramatic-Dance Sections

Now is the time to dust off your copy of Shakespeare and read the sleep-walking scene in Macbeth or the Dramatic lesson January 14. You will find his passage in Act Five, Scene One. There is also a *Psalm of Life* to memorize.

The Dance Section, under the direction of Miss Hansen, will begin immediately after Mrs. Hackett's lesson.

JOSEPHINE RUDASILL, Chairman.

BOOK SECTION

Save Monday, January 13, for the Book Section. Louise Stivers will review the much-discussed Sinclair Lewis book, *It Can't Happen Here*—an imaginary story of the United States under fascism. Many critics consider this the most sincere book the author of *Main Street* has written. It is a timely book in these hectic days of fascism, communism, etc.

Adah Ruth Taylor will review the well-known novel of Helen MacKnight Doyle, *A Child Went Forth*. This book tells of the pioneering of a woman doctor in California and has been much praised by literary critics and historians.

Do join the section for this meeting. You won't be sorry.

POLLY R. HATCH, Chairman.

R. C. A.

Our Jaunt of December 29th was a wow! Sunday Pass Day! Toured from Third and Bryant, via that trackless trolley, away up to the heights of Corbett Road; thereafter by trolley car, we explored Mission Dolores; snooped around Lone Mountain and examined the slide; dinner-lunched at The Shadows, on Telegraph Hill; investigated some new Studio Apartments; viewed the Sunset from the very tippy-top of Coit Tower. Big day for 20c and 60c eats.

Next: Sunday, the 12th, we walk. Meet at the terminus of the Geary Line at the beach at 11:15. We will wander into Fort Miley; traipse Harding Boulevard and Land's End. Finale—EATS!

The Theatre! Those wishing drama, do not miss the Geary right now; enjoy *The Night of January 16*. Our New Year's Eve party got every word; despite the frivolous-ness-ness, silence in toto prevailed throughout the play.

The Future: Thursday—Jan. 16, Walter Huston in *Dodsworth* at the Curran—price 55c.

Monday—either the 13th or 20th—*The Children's Hour*, at the Geary—price 55c.

Opera: Friday, February 28—*Madam Butterfly*; Saturday—March 7—*Aida*. San Carlos Opera Company, at the Memorial Opera House—price \$1.10 and seats are limited.

GERTRUDE D. TUBBS, Recreation Chairman.

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IRMA BURLINGAME

Executive Secretary
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PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

LIFE HAS ITS UPS AND DOWNS

So sighed the Christmas tree as it was denuded of its gay finery and gently but firmly put down by a group of willing workers to whom the gratitude of the hostess is here publicly expressed.

The energetic workers and the faithful bridge players were all more than delighted with the most delicious fruit cake which was sent us by Virginia Himes, although all regretted to hear of her illness and many were the good thoughts thrown her way with hopes for a very speedy return to health.

Several guests were with us, including Miss Dorothy Crawford of the Fresno Club, who was spending the holidays in the Bay region.

E. C. F.

CORRESPONDENCE CORNER

Two nice letters came to us during the "Christmas rush," but we do not think it is too late to tell about them now.

The first is from Winifred Kerr, Great Bend, Kansas. She says: "Although I have been absent from San Francisco for many months, I still hold the club in high regard and have considerable pride in the achievements of its members and in the work while the club as a whole has sponsored. I read all of THE BUSINESS WOMAN, every issue, and, in addition to my personal interest in it, there are often items which my friends here can enjoy." *Greetings, Winifred Kerr, from your old friends and also from those of us who do not know you so well. We are proud of your interest in the club. Let us hear from you again.*

The second letter is from Lillian MacNeill Palmer who gives us a cross-section of her life as *woman leader* in Los Gatos. She says: "I have been 'in the midst of alarms.' While I was in San Francisco, the me (in Los Gatos) formed a Chamber of Commerce, a spick and span, but with not a woman on the board of directors and not a woman seeming to resent it. Me and Don Quixote! First I had to drive from shop to shop, orate, until I fired the women to wrath. Then I had to go down next day and visit various leading gents to tell them what they had done to the town and their old horse-and-buggy organization. Then I orated at the B. P. W. C. Christmas dinner to get them not to accept an invitation to serve on an auxiliary board called the Town Beautiful—to tie bows on Christmas wreaths, etc. The got awfully tired of me. Then I appeared at the leading women's club and got them to make a protest that none of the B. P. W. C. were included. got them good and mad. Tonight's paper says 'The Chamber of Commerce are to hold another meeting to arrange for a permanent board, on which will serve both men and women.' I bet those gent hate me. It's awful to have been born a Hamlet! 'The times are out of joint! Oh, cursed spite that ever I was born to set things right!' " *Congratulations, Lillian. That is what we call really constructive work. It is deeds not without words, however.*

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

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Student interne; salary, \$25 per month plus maintenance. Age limits, 23 to 40. Examination January 31, 1936.

Senior interne; salary, \$50 per month plus maintenance. Age limits, 25 to 40. Examination January 31, 1936.

Chief, Division of Secondary Education; salary \$325 per month. Age limits, 35 to 55. Examination January 25, 1936.

PROGRAM

The Finale of this regime, Tuesday, January 21 I have a fine speaker, one who has addressed us before, and it is a pleasure to present him again, Mr. Sam Hume. Formerly with Dramatics of the University of California, next with the Society of Pacific Relations, and now regional director of the California Crusaders, a non-profit organization in support of sound government. I know you will find him "a big shot."

Diversion, Community Singing, and—well, next time, you'll find out.

GERTRUDE D. TUBBS, Program Chairman

CLUB NOTES

MARGERY SHAFFER

CARMEL, that beautiful spot,—o-oh! there we tart raving again. What we really want to tell you is that Hazel Oppenheimer and her husband spent the New Year's holidays down there reveling in the serenity of that perfect setting.

Jane Smith was called to Salinas through the illness of her brother. We are happy to report he is recovering and soon hopes to be back on the job. Jane has visited the Salinas B. & P. W. Club on several occasions and says they were so cordial and friendly. How well we remember the hospitality of that Salinas group.

Members of the President's Assembly, the roster comprising presidents and past presidents of women's organizations, enjoyed a most delightful feature of vaudeville and special numbers by gifted as well as professional entertainers, during the holidays. This unique presentation was given through the efforts of Helen Doble, their program chairman.

We had a chat with Maude McLaughlin t'other day. She says her husband is steadily improving after his serious illness. She often thinks of the girls and hopes to be back at our meetings before a great while. *We have missed having you with us, Maude, but thoroughly understand conditions.*

"Zowie!" says Ruth Shaw. On her way to Portland, she stopped off in Omaha and struck some real holiday weather,—snow and all the trimmings. After his experience she will relish thawing out in a real climate, which sunny California has to offer. *How about it, Ruth?*

Can you tell us how some folks rate two vacations in one year???? Mae Cummings' sister had to make a business trip to Chicago, so Mae, thinking a mid-winter vacation might hold a thrill, joined the party. She will spend her time visiting relatives and friends in New York, but not forgetting us, she sends greetings and best wishes to her many friends in the club. *Look out for old Jack Frost, Mae, and hurry back to the city by the Golden Gate.*

Progressive signs of the times is the removal of Anita K. Mayer's corset shop into larger quarters across the street. Her new accommodations are beautiful and the additional space affords a delightful display of her various garments. *Best wishes and good luck!*

Kindly change your roster to read:

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We regret to report that Ann Martin Russell, whom many of us know, underwent an operation at St. Joseph's Hospital. *Our best wishes for a speedy recovery, Ann.*

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AN AMUSING PROGRAM

Last week we gave the highlights of the Bay District meeting. However, space did not permit the publishing of an article sent in to us by Grebbie. It was an account of the comedy side of the program, the breakfast, at which the past presidents gave their views on *Understanding the Men*. We now quote from Grebbie's report:

"The breakfast was indeed an outstanding event. It was a very witty and humorous program, a symposium on *Understanding Men*. Mrs. Elsa Barber Strait led the group, telling of an incident in her childhood. She said that one time while her mother was telling her that men always dominate women, there was a great furor in the next room, and behold, her baby sister was sitting on her brother, pinning him to the floor! 'Just an illustration of what woman can do at will,' said Mrs. Strait.

"The second speaker was Maude Empey, who read some poems of colored people, *Eliza's Six Marriages*. She also told what type of man she 'fell for' when she was young. This brought a good laugh.

"Next came Louise Jolly with her *Don'ts to Men, or a Bachelor Girl's Version*. Some of the don'ts are: Don't look at a man's feet as it does something to him. Don't look straight into his eyes; just side glance at him.

"She also said that a man does not look after the details of his office; this is left to his woman secretary, but he is a wonder and a *whiz* at detecting cobwebs on the highest ceiling or on the smallest piece of furniture in his home. As for *tears*, he just can't stand them. When it comes to discharging one of his female employees, it is the woman secretary who attends to it. Miss Jolly's parting advice was: 'If you want to gain your point, cry, girls, cry.'

"The breakfast was presided over by Mabel Gregson, past Bay District chairman. It was an hour of keen enjoyment with plenty of laughter all through."

ADVERTISING NOTE

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THE EMPLOYABILITY OF WOMEN

Radio Address by Louise Stivers, Oct. 25, 1935

"Am I my brother's keeper?" for a few thousand years man has been asking this age-old question. Today, the answer is more than a moral issue; it is an economic necessity. An injustice on the other side of the world soon travels the circle and affects everyone. Discrimination against one class makes it easier to introduce discriminations against another class.

Business and professional women have learned that so long as some of their sisters (or brothers) are insecure, there is no security for anyone. The Business and Professional Women's Club of San Francisco, realizing that employment is a serious subject, toward which everyone can no longer be indifferent, has decided to take action. We have asked the presidents of twenty women's organizations in San Francisco to join with our president in forming a council of club presidents to study the situation. Because of limited facilities, we have decided, for the present at least, to confine our research to the white collar woman in San Francisco. We hope to arrive at some constructive conclusion, and by the united power of our organized groups to make some effective contribution to society.

In March of this year, 9,340 women in this city were on relief. Since then, the number has increased. How many more are unemployed, supported by others, or eking out a bare existence, in an effort to retain their independence, it is impossible to ascertain. Such a condition is a menace to every one of us, who, but for the grace of God and fortunate circumstances, might be in that position herself.

We in our club have elected to think and talk constructively of *employment* instead of unemployment. There are many things which affect the employability of women, and to which intelligent thought must be given. Some of them are: legislation; the attitude of employers toward women; training and education; health. We must see that laws are not enacted which discriminate against women, and that laws which benefit them are carefully enforced.

Will the day come when health insurance, or some form of socialized medicine, makes it possible for the person on a small income to safeguard his health, before he has lost it completely and become a burden to society?

Are facilities adequate for the training and education of recruits to the business and industrial

world? Perhaps one of the most pressing problems we have is the difference in labor standards throughout the country, making it difficult for industry one state to compete against that of another state where standards are lower. This is not a question which can be solved locally. It is of national importance. Much can be done in the field of educating the public to the value of the woman worker.

We find that the greatest problem with which relief workers and employment agencies have to cope is that of the person over forty. When one is young forty seems very old; but when one arrives at forty instincts of life are still strong and the wish to achieve in a chosen field still active. Many have reached a point where they should be most useful but the trend is to replace middle age with youth. It is the exceptional person of forty or over who finds another job after having lost one, for whatever reason. Employment agencies tell us the problem seems insolvable. There is prejudice to overcome. Will it be possible to convince employers that the experience and wisdom of maturity can compensate for the speed and energy of youth? Or can the people be retrained and rehabilitated for some other gainful occupation? Certain it is that unless we resort to the methods of the ancient Spartans and kill off those who may be a burden, society must find a place for its mature workers, many of whom have a definite contribution to make.

Now we are told that women should return to the home. What home? Whose home? The ancient world of women has been taken out of the home and placed in industry. Bakeries, restaurants, laundries, canneries, tailor shops and dressmaking shops, factories, and labor-saving devices giving employment to men, have taken over women's work. We are also told that married women should not work. In the land of the free, of equal opportunity for all, is this fair, unless we force men, who have independent incomes or wealthy wives, to give up their jobs also to those who need them?

To be continued

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and

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Oil Permanent Wave \$2.00 to \$6.00

Manicure 25¢, Haircut 50¢

Shampoo, Finger Wave and Rinse 50¢

Open Evenings

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Garfield 3667

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All night parking 50¢

Gasoline, Oil, Lubricating—Washing and Polishing

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SAN FRANCISCO

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THE GOLDEN PHEASANT

Powell at Geary

San Francisco's most favorably known

RESTAURANT

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

JAN 17 1936

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

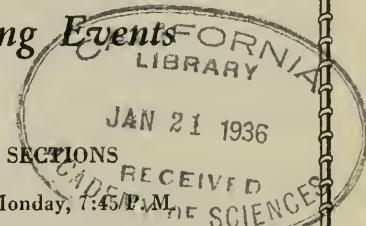
JANUARY 18, 1936

No. 3

Weekly Program



Coming Events



January 21—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.

January 23—Choral Section, 6:45 P. M.

January 23—Thursday Open House, 8 P. M.

Hostesses

Ida Grebinar
Allene Schuerbrock

Ethel Ray	Ednah Butler
Lorraine Graves	Bertha Hancock
Madelon Saxon	Carrie Davis

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

INSTALLATION FEBRUARY 22

CIVIC SECTION

Lillian MacNeill Palmer will be our speaker Monday, January 27. Need we say more to make you aware of that date?
L. STIVERS.

VOTERS! ATTENTION!

Do you realize that you must register again this year in order to be qualified to vote? The State Legislative Chairman has sent out a message to all clubs urging the registration of every member in the clubs. Let's be 100%.

CHORAL NOTES

The Choral ended the old year with a bang by acquiring Phoebe Wramp as a member. Then Rose O'Brien made a New Year resolution and, as a result, the Choral started 1936 with another bang. Are there any more club members who want to help the Choral continue its cannonade?

The radio program is still in the offing, but rusty voices are just recovering from the holiday vacation and a little more practice is required before the songs will be in shape to go on the air.

The Choral knows in advance about the songs Gurdy prepares for the program dinner meetings and you can take their word for it, her newest brain child is an inspiration! Don't miss it!

ELSIE MACLAREN.

YIP--PEE! YIP--PEE! YOU MEMBERS ALL!

Tuesday Next, January the 21st, at 6:15 o'clock
Ballroom, Western Women's Club—you are due!
S' nice dinner awaits you; songs, diversion, knowledge!
Our fine Dramatic Member, CLAIRE INGHAM,
will give us half an hour of her entertaining art.

Mr. Samuel J. Hume, a man of today, with a background of activity and pep from his early college days at Berkeley. A dynamic speaker, brimming with "whim and wighor."

Today, Regional Director of that new organization

THE CALIFORNIA CRUSADERS.

He'll furnish material for rumination.

Tuesday next—reservations now!

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year

Single copies......05

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Mary Knight

OFFICERS

President.....Margaret Torreyson
First Vice-President.....Marion Morris
Second Vice-President.....Nell C. Boardman
Recording Secretary.....Dr. Adah Ruth Taylor
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone

Honorary President, Lillian Palmer

DIRECTORS

Elizabeth Adams Nan G. Lawrence
Margaret Bell Betty Walton

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NOMINATING COMMITTEE REPORT

President.....Marion Morris
First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta Marshall

Directors

Phillis Bourne Louise Stivers
Edith Floyd Adah Ruth Taylor
Enaid C. Jones Phoebe A. Wramp

The Election Board will declare the polls open for the annual election of officers and directors in the club rooms at 12 noon, closing at 7 p. m., February 4, as provided by Article XII, Section 1, of the By-Laws.

The Election Board shall consist of Anne Attridge, Margaret Bell, Esther Miller Bowles, Edna Fogarty, Sara Rosenberg.

Article IX, Section 3, of the By-Laws provides that: "Any twenty-five members of the club may compose an alternative ticket of candidates for the Board of Directors and officers upon their signing the same and filing it with the secretary of the club at least two weeks before such annual meeting of the club, and the list of candidates so proposed shall be posted upon the bulletin board by the secretary within two days after filing, and thereupon such alternative list or ticket shall be also voted upon at such annual meeting."

ADAH RUTH TAYLOR, Recording Secretary.

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

Phone: EXbrook 0459

127 Grant Avenue
Third Floor

CLUB NOTES

MARGERY SHAFFER

We are delighted to welcome President-elect Marion Morris on her return from a much-enjoyed journey and visit with relatives and friends in the East.

Heartfelt sympathies are extended to Merle Curington, her husband, and her father in their recent bereavement. Merle's mother passed away suddenly and unexpectedly in her home in the East. Merle left immediately to attend the funeral.

Kindly make the following changes in your roster
Stalder, Bertha P.

2830 Pacific Ave.—Phone Fillmore 1854
Clay, Mabel A.

775 Post Street, San Francisco

We all send best wishes and united thoughts for a speedy recovery to Virginia Himes, who is ill in the hospital.

At the last meeting of the Sunnyside Parent Teachers' Association, Mary Mooney gave an interesting talk to the group. Her subject was *Visuc Education*.

Mabel T. Johnson has fully recovered from her recent illness. This is good news and we send best wishes for continued good health.

Marshall William Struthers "blew" into town December 27 and has decided this is a pretty good old world to live in after all. His little four-year old sister thinks "he is just adorable," while his grandmother, Allene Schuerbrock, is delighted with his arrival. Congratulations to Marshall William and his mother. Incidentally, Allene celebrated her twenty-fifth wedding anniversary last week and her husband gave her a very handsome diamond and platinum wrist watch.

Epsilon Chapter, a new group in the Delphian Society, was recently organized, with Nancy Foster as chairman of the advisory board.

We are extremely sorry to hear that Rae Morrow's mother had a fall which dislocated her shoulder. We send her best wishes for a speedy recovery.

A New Year greeting to old friends in the club came from Bessie Henderson. She says she, her sister, and Patsy, the puppy, are all well and enjoying life in Carmel. *Whenever you are in the city Bessie, we shall be delighted to have a visit from you.*

Next Monday, January 20, is the *very own* birthday of Ceil Hamilton. All together we say, "Happy birthday to one who had much to do with giving us an opportunity to enjoy the richness, beauty and splendor of our club room furnishings a setting of warmth and hospitality always."

Temporarily we have a little orphan child in our midst; so in solemn duty we must love and cherish this child, Nan Lawrence, until the return of her family from the East.

Esther Miller Bowles is thrilled beyond words. She is resigning from her position as dietitian and will practice her culinary arts right in her own kitchen. She says she will now have an opportunity to learn what the duties of a housewife may be. *Best wishes, Esther.*

Rose O'Brien spent the holidays in Los Angeles and also at Gilman Springs. Christmas Day, Rose attended the opening of the Santa Anita race track, which was all very exciting. Rose is an all-around outdoor woman, taking much interest in sports, but at the same time does not neglect her business or friends.

ADVERTISING NOTES

Anita Mayer has a most attractive new location. Read her announcement and see what she has to offer.

If your skin is flabby and needs tightening, see our newest member's article in this issue.

Grebbie's new spring styles will catch your eye.

SIGNS OF THE TIMES

It was good reading, in the January *Independent Woman*, that California is one of the States in which women are eligible as jurors. Of course, we all know but with twenty-seven States still keeping women out of the outside, it gives you a bit of satisfaction to call that your own State recognizes the ability of women to serve intelligently and wisely in the jury box.

If you like contests, with good coin of the realm as the prize and a keen subject, read page 14 of the *quarry* magazine—and then go to work. Good luck to you—I hope you all *win*!

Now that we are getting somewhat stirred up again with politics and Washington, it is refreshing to learn something about the individual personalities behind the scenes—the wives of the Cabinet members. Corinne Reid Frazier writes them up delightfully. I am inclined to sympathize with Mrs. Frazier, only I think I'd regret "ever so regretfully" so that I never would be present at any of the affairs to which Cabinet wives must be subjected. We haven't done as much thinking on this month's theme as we might—it is *A Fairer Distribution of Wealth*. Those of us who have heard our National president know that her addresses consist of a series of dynamic, stimulating, thought-provoking statements, each complete in itself. In Miss Williams' message for January is a paragraph that deserves special attention: "In the field of services, perhaps, lies our greatest hope. To expand those services that build a more satisfying and joyous life for all is as important from the economic as from the social standpoint, for such services divert money from capital investment. If really adequate, they could employ millions."

Our local club has sponsored the City Council of Women's Clubs, and our president has been selected permanent chairman of that Council. The sole purpose of the group is to serve womankind better, and the economic situation of women in this city is a present concern. Every one of us should get back to that Council and lend it all the support and co-operation we can give it. In such service to it, we will be participating in the activities of the Council as a group of leaders called together "to expand those services that build a more satisfying and joyous life for all."

SHIRLEY RADKE.

If any member can pick up a suit with approximately waist of 40, length 29, Ada Brace has an old and very worthy man who would appreciate the same.

REJUVENATION

Mme. Zona Desfis has something new to offer the Business and Professional Women. To all appearances it is a lotion, but . . . it is an ideal, individual, all-purpose formula, brought from France by Madam Desfis, who has studied cosmetics for 15 years. It is unexcelled for removing and preventing wrinkles, and rejuvenation of skin to its youthful luster. A combined cleanser, astringent, softener, and powder base for extra dry, medium dry, and oily skin, all in one bottle. The fine texture and luster of Madam's own skin is her best demonstration. She invites the members to have their own skin diagnosed. Should they wish her to call on them, she will be glad to do so.

MADAM ZONA AMELIA DESFIS, St. George Hotel, Mason at Geary. Sutter 5050. Adv.

A RADIO SERVICE

Every morning, except Sunday, radio station KSFO broadcasts *The Home Makers' Club* from 10:15 to 11:30. During this program, the daily calendar of events of the Business and Professional Women's Club is to be broadcast. If you are free at this hour, tune in on the program; you will find it on 560 kilocycles. Remember, any day except Sunday.

"GREBBIE"

is all ready with the new prints. Brighten up your Spring wardrobe. A riot of color in conservative patterns and flattering shades for your inspection and approval. Make your choice of color combinations early. Large and small sizes. Final clearance sale of winter stock is still on at great reductions. Just the chance to pick up a bargain for cool, rainy days. Personal shopping on approval.

THE "GREBBIE" SHOP

515-517 Post

FRanklin 3055

Special discount and monthly credit to members.

A Word of Appreciation

My continued progress is dependent upon the good will and continued patronage of my friends and I wish at this time to extend to them the full measure of my appreciation.

JUST ARRIVED . . .



New spring and summer foundation garments. Exclusively designed for a distinguished clientele and priced to meet the most conservative budget.

ANITA K. MAYER

371 Geary Street
(Opp. old location)

Sutter 8538

A BLESSED EVENT

Florence and Sidney Hogan are the proud possessors of a baby boy born January 11 at St. Joseph's Hospital. He is a husky 8-pounder. *Congratulations and best wishes from us all, Florence.*

TWO INVITATIONS

Members and friends of the Business and Professional Women's Club are invited to attend a Bridge-Tea given by the Women's Traffic Club on Saturday, January 25, at the Town Club, 115 O'Farrell Street. Cards from 2 to 4:30 o'clock, with refreshments after. There will be prizes for each table as well as a door prize. Price \$1.00. Reservations with Nan Lawrence, DOuglas 1760.

The Business and Professional Women's Club of Hayward invites the San Francisco Club to its annual Public Relations Dinner to be held Tuesday, January 28, 1936, at the Alabam, San Lorenzo Junction, at 7 P. M. Price, \$1.25 per plate. A social evening and dance will follow the dinner. Mrs. Carol Kelly, Public Relations Chairman, has planned a splendid program, with Mr. Alonzo Baker, editor and lecturer, as speaker. His topic will be *Can America Keep Out of War?*

(Reservations with Mrs. Burlingame.)

SYMPHONY

One of the civic prides of any community is the symphony orchestra. We in San Francisco are unusually fortunate to have a very talented leader, Pierre Monteux, who spends part of his time in Paris and part in San Francisco.

Our president recently attended a tea with representatives of other women's organizations, at which time the needs of the Symphony were set forth.

The money raised by taxation for the support of this worthy institution nets about \$30,000, but as the cost of maintenance is \$110,000, the balance must be collected by popular subscription. The various clubs were asked to get behind this project and push the sale of the subscriptions with their members.

A \$10 book of tickets may be purchased, which contains twenty coupons. These may be used for twenty 50-cent seats or five \$2 seats, and many of our members will want to purchase books. When you purchase your book, be sure to see that our club is credited with the purchase.

Mrs. Monteux, wife of the conductor, was present at the tea, representing him, and Margaret described her as a very charming and clever woman and a fine emissary for the conductor of the Symphony.

Let's all get behind this worthy cause and help to put our Symphony Orchestra on a substantial basis. N. J. F.

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291 Geary Street

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Residence, EVergreen 7742

R. C. A.

My theater program is a bit wobbly as to dates!

Children's Hour, en route to the Geary.

The Old Maid, with Helen Menken and Judith Anderson (she was the lead in *Strange Interlude*), due at the Curran following Huston.

Operry! Got seats for *Butterfly* and *Aida*—Price \$1.10.

Walks: Glorious Old Sol came forth on the 12th and away we gamboled about our town, to Fort Miley, Land's End—eats! Highlight Sundays, these healthy, happy hours!

Sunday, the 26th—another "hike."

GERTRUDE D. TUBBS, *Recreation Chairman*

OUR CORRESPONDENCE CORNER

Frieda Korn has been vacationing at Tahoe Inn. She writes: "This is a grand, grand place for a tired lady to have a keen time resting, eating, and playing in the snow. The inn is situated right on the lake. The first couple of times I went out, thought I would fall apart, but now I am getting quite tough. About Sunday I am going over to Reno to say hello to Alice McAndrews and Mrs. Cooper, then take an early morning plane for San Francisco and see the snow mountains from the sky. How would you like to go out for a nice sleigh ride?"

THURSDAY OPEN HOUSE

Last Thursday was another of those pleasant do-as-you-please evenings. Bridge attracted the majority, with anagrams and chatting as counter attractions.

Marie Wilkening is permanently located in San Francisco now and brought two guests with her to enjoy the game of anagrams.

Barbara Greene and her guest provided keen competition with the assistance of Netta Jones' sister, another guest of the evening.

Josephine Rudasill, Anne Attridge and Enaio Jones prepared dainty open-face sandwiches that pleased both eye and palate. These were served with coffee made by that expert, Allene Schuerbroek.

Next week begins the last round of the hostesses' committees and so will conclude an eventful, happy year of perfect Thursday Nights.

ELSIE MACLAREN

THE GOLDEN PHEASANT

Powell at Geary

San Francisco's most favorably known

RESTAURANT

DAISY'S BEAUTY SHOP

Oil Permanent Wave \$2.00 to \$6.00

Manicure 25¢, Haircut 50¢

Shampoo, Finger Wave and Rinse 50¢

Open Evenings

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Engraving • Printers • Publishing

619 CALIFORNIA STREET

SAN FRANCISCO

DOuglas 0551

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

JANUARY 25, 1936

No. 4

Weekly Program



Coming Events

January 27—Civic Section, 7:30 P. M.

January 28—Dance Section, 7:30 P. M.
Dramatic Section, 8:30 P. M.

January 30—Choral Section, 6:45 P. M.

January 30—Thursday Open House, 8 P. M.
January Birthday Party.

Hostesses

Bright Tatarian
Allene Schuerbrock

Grayce Dempsey
Olive Chauvaud
Lydia Rogers

Lucille Caesar
Phillis Bourne
Florence Attridge

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

JANUARY BIRTHDAY PARTY

On the last, but not least, of our Thursdays in this month, we will celebrate your birthdays, you January-ites. Come on, each of you, and we will cut you a piece of "Happy Birthday" cake, and wish you in person all the glad wishes we can think of.

EDITH FLOYD, Hostess Chairman.

CIVIC SECTION

Where—If Anywhere? This is the title Lillian MacNeill Palmer has chosen for her talk Monday, the 27th. Let your imagination tell you what it is about, and no matter how much your imagination works, it could never do justice to one of "Babs'" talks. Those who know her need no press agent's notice to urge them to come. Those who don't—well, our typewriter hasn't enough words to enable us to describe the wisdom, the humor, and the personality of our honorary president and founder of our club. In a letter to the editor, she writes: "You might state that the speaker is a woman on 'relief.' From my observation post on the mountain, I get so hot up over the doings in the world that it will be a real relief to talk about it." And Lillian's relief can never be anything like the relief your chairman felt when she got the answer "yes" to her prayer for a personal appearance at this meeting, and the greatest relief of the ages will be felt again by your chairman, the 27th, if the club rooms are filled to overflowing. Will you do your part?

Dinner first at the Y. W. C. A., with Babs as our guest.

LOUISE STIVERS, Chairman.

R. C. A.

"Ten-shun! Ready: Go! A day of Inspection! Gather at the Presidio, tramp right out to the nearest point permissible to gaze and yap and squint at the world's GREATEST—the Golden Gate Bridge. A snappy trek, interesting, beauteous, invigorating. Sunday next, January 26th, at the hour of 11:15, in the Presidio, at the terminus of the D and E Municipal Lines.

Eats, o' course, and somebody will have a Birthday Recollection.

GERTRUDE D. TUBBS, Recreation Chairman.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Inspector, Board of Osteopathic Examiners; salary, \$150 per month. Examination, February 8, 1936.

Senior field investigator, Division of Corporations; salary, \$200 per month. Examination February 8, 1936.

"HOLD THAT DATE"

February 22nd: Illustrious three-star date: 'Tiz the Birthday of George Washington—The Father of us'n! 'Tiz a holiday—Thanks Be! 'Tiz—and this is the important 'TIZ—The date of our Installation Party.

Oli, an' this is to be AN AFFAIR SUPER-SUPER! We are to grace that glamorous Colonial Ballroom of the St. Francis Hotel. Deah, deah, won't that be just too—too exciting!

Now, lassies, will hold that date?

Wednesday, January 29th—*The Petrified Forest* at the Geary—55c—with Conrad Nagel, Lois Moran, Roger Prior.

GERTRUDE D. TUBBS, Program Chairman.

The Business Woman

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IKMA BURLINGAME

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except Saturdays.

THURSDAY FRIENDS GATHER

In spite of the many events of interest which were taking place last Thursday (and, oh! how we wish we were twins!), there were some who showed their preference for a friendly game or chat in the lounge.

We were glad to see Ruth Shaw, who has returned lounge—well, as if she had had a very happy vacation, to say the least. Catherine Dawn dropped in to tell us her good news, that she had had her picture accepted for the exhibit; we must all go up and see it and vote. And Margaret Bell was with us just, so she said, to show she was still interested in us. And, oh, yes, Mrs. Maclaren, our chief supervisor of anagrams, was there, too, and proved her proficiency in e-o-o-k-i-n-g, to everyone's delight. The cake, which Elsie served with pride, was delicious. We are indeed indebted to many of you for your whole-hearted co-operation and our happy evenings.

CORRECTION

The address on Madam Desfis' ad, last week should have read: King George Hotel, Mason at Geary.

Y. W. C. A. CAFETERIA

HOME-COOKED FOODS

Luncheon 11:30 to 2 - Dinner 5 to 7:30

OPEN TO MEN AND WOMEN

620 Sutter Street

Opposite Club Rooms

YOU CAN'T LOOK YOUR BEST IF . . . you allow those unsightly superfluous hairs to cause you annoyance and embarrassment. It is so easy to have them permanently removed by my scientific electric needle, which leaves the skin smooth and lovely.

CHARLOTTE F. McCLELLAND

Electrolysis Specialist

324 EIGHTH AVENUE

SKYline 6118

CLUB NOTES

MARGERY SHAFFER

Among the ushers at the evening program of the complimentary dance concert given at the Community Playhouse recently for the Western Women Club was Lorraine Graves.

Santa Cruz Soroptimists had a unique mode of raising \$2.00 each for work being done by the club. Our own Lillian MacNeill Palmer, who donated a handsome table lamp for the most novel plan, was there in person to make the presentation. Ethel V. Gorder raised her two dollars by dressing as a boot black and earned her contribution by shining shoes. She was the prize winner.

On her homeward stretch, our National President, Miss Charl Williams, arrived in San Francisco about noon on the 15th. Margaret Torreyson and Marion Morris met her and assisted in clearing the customs. Unfortunately, Miss Williams had a dinner engagement so could not be with our group. She left the same night for the East.

With the advent of the blossom season, have you not thought of a trip over the week-end? A day or two spent at the Green Shutter Inn at Hayward with Mary Crookston to look to our every comfort and pleasure, as well as feed the inner man with her delicious food, would stimulate any individual to ramble among the blossoms for hours. Mary's rate and accommodations are reasonable and a most cordial welcome awaits us.

Nell Palmer had the misfortune to fall and injure her foot, but at that she says she will be downstairs and enjoy a dinner party among her closest friends and relatives in celebration of her birthday, January 18. To Nell, whom we love and admire, we send whole-hearted birthday greetings and best wishes always.

There is to be a luncheon at the Palace Hotel, at 1 p. m. on January 25, in honor of "Annie Laurie," \$1.25 per person. The B. & P. W. are reserving a table, and maybe more, to have club representatives to honor our honorary member. Since this luncheon is on a Saturday, we hope to see many of you there to laud praise with other organizations of the city to this well-known and beloved woman.

During the holidays, December 30, to be exact, we had the pleasure of a visit to our club rooms from Doris J. Crawford, president of the Fresno Club. We are always happy to have officers and members of other B. & P. W. clubs remember us with a visit whenever they are in the city.

The Burlingame Club held its installation dinner January 16 at the Benjamin Franklin Hotel, Sam Mateo. A carload of presidents, past, present, and future, of the San Francisco Club attended the affair, — Charlotte McClelland, Margaret Torreyson, Bertha Dale, Sylvia Kempton, and Marion Morris.

Jeanne Goodwin Peck writes that their winter in New Haven has been mainly rain and sleet, which is not so good for those enjoying the winter sports. She further says: "Please convey the New Year's message to all our club friends that all who place New England in their itinerary during 1936 will be cordially welcomed at 173 Westwood Road in New Haven. I shall be disappointed if several from the Coast cannot visit us." Thank you, Jeanne, for your good message of hospitality. The latchstring hangs out for you folks, too, way out where the West begins.

Many had the pleasure of meeting, at the Seattle Convention, Louise Franklin Bache, our newly appointed National Executive Secretary, a charming

Continued on Last Page

INSTALLATION, ST. FRANCIS HOTEL, FEBRUARY 22

OUR STATE PRESIDENT

Our State President, Carolyn Weber, is to be a guest speaker at the state board meeting of the Federation of Women's Clubs in San Francisco next week. Her subject has not yet been announced. While she is here, she is also to be the guest speaker for Mrs. Edith Bristol on the *As Woman to Woman* broadcast over station KPO, Friday morning, January 31, at 10:15. She will be introduced by our publicity Chairman, Vivian Yarbrough.

CONSTRUCTIVE WORK

Miss Gail Laughlin, first National President of the Business and Professional Women's Club and former member of the Maine legislature, has been added to the defense counsel of Edith Maxwell, Virginia school teacher, who was convicted last November for first degree murder in connection with the accidental death of her father. Miss Laughlin will probably remain in Richmond until Miss Maxwell is released.

The State of Virginia is one of those states where women are not allowed to serve on juries, and we hope that Miss Maxwell's case will result in a law allowing women such service. One of the points on which retrial for Miss Maxwell was granted is whether the Virginia statute prescribing that only males can sit on grand juries and trial juries is in conflict with the law which enfranchised women to give them all privileges of full citizenship.

A glance at our roster will show that Miss Laughlin is a member of the San Francisco Club. She now resides in Maine, but she is the author of the California Jury Service Law for Women. She is one of the charter members and founders of our club. She will always be remembered by appreciation, loyalty, and love of her California friends.

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TEMPERA

In the issue of January 4, we mentioned that Catherine Dawn had been asked to enter an original study in the Fifty-sixth Annual Exhibition of Oils, Tempera, Mosaic, and Sculpture. Now we are happy to report that Catherine's tempera is one of several selected to be placed on exhibition at the San Francisco Museum of Art, Civic Center, from January 25 to March 8. The title of the subject she chose is *San Francisco W.P.A. Project No. 1151*. There is a cash prize of \$100 to the artist whose picture receives the largest number of votes. So, girls, knowing what splendid work Catherine does, let us make every effort to visit the exhibit. You can leave your vote at the Museum Desk as you pass out. *Heartiest congratulations, Catherine, and here's hoping you win the \$100 purse.*

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and inspiring personality. Our best wishes to her as well as to Emily Kneubuhl in her new field.

On January 21, the law section of To Kalon Club, under chairmanship of Mrs. J. F. Meikle and directorship of Mrs. Letitia Farber, arranged a most interesting afternoon, with Judge Theresa Meikle as speaker. At the following meeting, Ada Fusselman, past State Music Chairman of B. & P. W. Clubs, will begin a series of lectures.

From 32 States and Hawaii 74 posters were submitted in the contest to secure a suitable poster for 1936 National Business Women's Week. Out of these, the main award of \$50 went to a young man from Little Rock, Arkansas; third honorable mention, we feel honored to say, was awarded R. D. Moore of San Francisco.

Four degrees below zero, snow falling in veritable sheets, and a drive over trackless, snow-covered country roads by automobile almost did Mabel Pinger out of a real Christmas Day celebration. She had about decided to give up the trip of fifteen miles, when friends offered to drive her so she could be in her place at the dinner table. Mabel further says: "Best wishes to my friends in the club and be thankful for California." Br-r-r! no Ohio winters for us, eh, girls?

Mae Cummings, after a delightful visit in Chicago, New York, Washington and New Orleans, writes from Tucson that she is on her way home.

AN HONOR CONFERRED

"To Lilly Dear they gave a lunch
And her good friends, all
Gaily dress'd, came in their best
To honor Lilly Hall."

Lillian Hall, our member, has for seventeen years managed the Women's Division of State Employment; managed is but a secondary unit; her real work has been the consolation, the understanding, and the cheery word to the thousands of out-of-job, depressed, disconsolate women who have come to her in their time of need; and always have they left her genial presence with hope renewed. In recognition of her years of duty, she was guest of honor at a luncheon given at the Bret Harte Buffet, by the members of this branch of government, and amidst speech, entertainment and conviviality our Lillian was queen.

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A HELPFUL PROJECT

An interesting development in the field of employment for women is the institute which will be inaugurated by the Emanu-El Sisterhood some time in the spring for training in practical home-making.

Some of the objects of the project are to train household employees intensively for efficient home service, promote standards of work, create public opinion, define and develop co-operative relationships between employer and employee in domestic circles.

The course offered will cost \$50 for eight weeks and is intended not only to train employees in home making but also for the education of the employee of such labor.

Scholarships are available and various women's organizations may buy them for the benefit of their members or individuals may purchase their own.

There are courses open to those already employed in domestic service, but none of the courses are a night.

This is a constructive step in the problem of unemployment and is right along the line being studied by the new President's Council, of which Margaret Torreyson is the president.

N. J. F.

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RESTAURANT

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

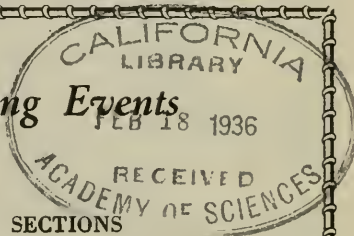
FEBRUARY 1, 1936

No. 5

Weekly Program



Coming Events



February 3—Civic Section, 7:30 P. M.

February 4—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting, ANNUAL
ELECTION.

February 6—Choral Section, 6:45 P. M.

February 6—Thursday Open House.

Hostesses

Netta Jones

Allene Schuerbrock

Lucy Thompson

Lena O'Connor

Barbara Greene

Irene Sheehan

Lucile Cordrey

Louise Buck

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

Please make dinner reservations early at Club Rooms, PProspect 8347

R. C. A.

Now that we saw the San Francisco side of the Golden Gate Bridge operations, we gotta see the Marin side—this to be Sunday, February 9th. Got your passes and we will be ready to go. Mind the date and I'll give you boat next week.

Thursday—February 6th—opening night of *The Old Maid*, at the Curran. Helen Menken and Judith Anderson—splendid actresses—in the leads. One of the big successes in New York in 1935. Price 55c.

DRAMATICS

At the next meeting of the Dramatic Section, reading will be *Pure Tone Expulsion Form*, and we were asked to memorize Longfellow's *Day Is Done*. Mrs. Hackett will be with us at 7:30 and the dramatic class will be followed by dancing class at 8:30, with Miss Hansen.

On the same evening, February 11, a new chairman and secretary for the Dramatic Section will be chosen. Come with your choice in mind for these offices. We hope for a full attendance of the group for the election.

JOSEPHINE RUDASILL, Chairman.

BAY DISTRICT CONFERENCE

The regular quarterly meeting of the Bay District of the California Federation of Business and Professional Women's Clubs will be held on February 15 and 16, at Hotel Cominos, Salinas. Further details will appear in next week's BUSINESS WOMAN.

WUXTRY! WUXTRY!

Prodigious program for that Installation Banquet! O' course, our "Babs" Palmer as Toastmistress—that's traditional! "The Bohemian Trio" (two males and a female, plus an accordion) to wander amongst the revelers with music bewitching and artistic! Exhilaration (just enuf) from a young man of the stage, who will give us the unexpected (and it's to do with San Francisco). Installation to the new Carriers-on! Cheerio to the Outs and a jolly handshake to the Ins: A President's Reception!

Have you made your reservations? Price \$2.25.

GERTRUDE D. TUBBS, Program Chairman.

Tuesday, February 4, is the Annual Election for Club Officers. Polls will be open in the club rooms from 1 to 7 P. M. Following the election will be the Annual Business Meeting, with yearly reports of all officers.

The Business Woman

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San Francisco

Telephone, Prospect 8347

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BUSINESS WOMAN

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2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Mary Knight

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A PRAYER FOR EVERY DAY IN THE YEAR

Make me too brave to lie or to be unkind.
Make me too understanding, too, to mind
The little hurts companions give, and friends,
The careless hurts that no one quite intends.

Make me too thoughtful to hurt others so.
Help me to know
The inmost hearts of those for whom I care,
Their secret wishes, all the loads they bear,
That I may add my courage to their own.

May I make lonely folks feel less alone,
And happy ones a little happier yet.
May I forget
What ought to be forgotten, and recall,
Unfailing, all
That ought to be recalled, each kindly thing,
Forgetting what might sting.

To all upon my way,
Day after day,
Let me be joy, be hope! Let my life sing!

—Anon.

AN ATTRACTION EXTRAORDINARY

The Black Point Improvement Association is to present *The Black Point Players* in a two-act musical comedy, *The Sunbonnet Girl*, on Friday evening, February 14, at the Community Play House, 609 Sutter. Admission, 55c. The cast of forty includes Mae Barr Long, Jack Long, Belle McDonald, Athalia and Allison Long, Jim and John McDonald. The production is under the direction of Mrs. Eva Smith Hackett, dramatics; Mrs. Byron McDonald, music; and Miss Sylvia Hansen, dance.

ADVERTISING NOTES

Having seen the evening gowns at Rose's, we feel that you will enjoy the festivities to the fullest if you have one on.

CLUB NOTES

MARGERY SHAFFER

At an impressive ceremony of the San Francisco Auxiliary No. 1, B'nai B'rith, recently held in the Colonial Ballroom of the St. Francis Hotel, Rose Miller was installed as president and Lenore Underwood as treasurer.

In attendance at the pageant and ball, *A Night in Italy*, at the Fairmont Hotel, Frieda Korn was hostess to a number of her friends. Among her guests were three consul-generals and their wives—Mr. and Mrs. C. C. Huang of China, Mr. and Mrs. Erwin Ladislaf Chloupek of Czechoslovakia, and Mr. and Mrs. Ulpiano Borja of Ecuador. Margaret Bell and Lydia Korn were among other guests included in this delightful party.

The San Francisco Brunch Club were hostesses to the Chamber Opera Company last Sunday at 12:30 P. M., at the Hotel Bellevue. Margaret Torreyson was the president of the day. Following a musical program by outstanding artists, Margaret brought the gathering to a happy conclusion. The invocation was given by Father John C. Ward, S. J.

We are hoping to have a large group accompany Charlotte McClelland to the Salinas Club, February 15, to attend their international program. Charlotte, as we all know, as vice-president of the Bay District is hoping to have quite a caravan going down to this banquet.

We are delighted to welcome Jeanne Jackson, formerly of the Indianapolis B. & P. W. Club, into our midst as a member of our local group. Kindly enter her name and address on your roster: Jeanne Jackson, 3454 Scott St., telephone WEst 4493. Her business address is with Sherman, Clay & Co., phone Sutter 6000.

The evening section of the Stanford Club, composed of business and professional women, recently held their election of officers. Marie MacDonald Jensen is their publicity chairman. A recent publication of the Stanford local magazine carried a very fine picture of Marie.

This has been a banner year for brides in our club, and now last Thursday evening Ethel Ray appeared wearing a diamond engagement ring. The date of her wedding is not definite, but we all extend congratulations to her as well as to the lucky man, Bill Burke.

Last week, Enaid, Anne Attridge, and Margery called to see Florence Hogan in St. Joseph's Hospital. We found her getting along nicely, and our "club mascot" is a bouncing red-headed boy. Judging from matrimonial activities during the past year, it looks as though we need a ring-bearer instead of a mascot, what say you?

Susan E. McGill has stood the beauties of Yosemite about as long as she can; she writes that she expects to be back in San Francisco around the first of February. She hopes to locate a position and remain here among her friends of the club and where her heart really is.

We extend heartfelt sympathies to Eva Smith Hackett in the recent loss of her brother.

Clotilda Gabriele is now associated with the Farrell Realty Company, 1330 Ninth Avenue, in the capacity of selling real estate, handling rentals and leases. Best wishes for your success, Clotilda.

Carolyn Weber as State President is very busy in her official work, visiting all the B. & P. W. clubs throughout the Redwood Empire District. She is making the tour in company with Mrs. Pettengill, president of this district. Carolyn hopes to be in San Francisco and will try to get up to the club to see us soon.

SIGNS OF THE TIMES

'As tasks tend to be allotted on the basis of individual aptitude and ability, more women will have opportunity where now they are stopped by legislation, lack of training, and traditional barriers.' This is from Amelia Earhart Putnam, in one of her talks at Purdue University recently.

Last week's BUSINESS WOMAN carried information about a new project to be undertaken this spring by the Emanu-El Sisterhood, for training in practical home-making. That will be one step in the right direction—it should wipe out lack of training in that particular field; it may break down some additional barriers; and, up to the moment of writing this column, no legislation has been enacted to prohibit women from serving in the fine art of home-making.

The other day, a decidedly intelligent woman told me she would like to take every woman, regardless of years, out of the business office and put her back to the home. She maintains a home, but also has a profession to which she devotes most of her time. She is a perfect example of the modern woman who can successfully maintain a delightful home for a splendid husband and herself, and still carry on a profession and do half a dozen other worthwhile things thoroughly and efficiently. BUT—she wants to go back in the home! I never had a home to go back to, but that is beside the point. Some time I'll have to take a week off and have this out with her. As long as women discriminate against themselves, "careers for women" will remain about where they are, or slide back instead of forge ahead. Amelia Earhart has spent a month at Purdue, studying mentorship in reference to careers for women. I'm going to read something worthwhile on that subject in some publication for which this forward-looking young woman of great accomplishment may write. It would be particularly fine if such an article appeared in our own *Independent Woman*.

Several weeks ago I quoted a choice bit from Eleanor B. Stock. This clever writer has another delightful article in the January *Independent Woman*—*My Debt to the Nations*. It is a new treatise on the absorbing subject of international relations—one you may not have thought of.

And international relations suggests the Federation program for February—Peace. Sir Norman Angell tells us a few things about Peace in his interview with Evelyn Seeley. Read *And There Is No Peace*, in the January magazine then ask yourself what you really think about it. Before we can hope for peace between nations, or groups within nations, we must find it and live it between ourselves. Like everything else desirable, peace begins at home—within the individual consciousness.

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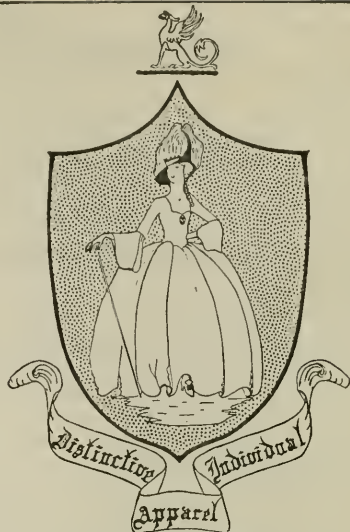
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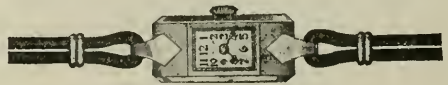
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(Continued from January 11, 1936)

THE EMPLOYABILITY OF WOMEN

Radio Address by Louise Stivers, Oct. 25, 1935

As in every crisis, women have suffered most in the present one. Though the ancient work of women disappeared with the advent of the power age, many of the old prejudices and taboos against her have continued. Men are slow to realize that there is no sex in brains, and that as it requires both a woman and a man to make a home, so does it require the contributions of both women and men to make any successful community. Women are needed in business, in industry, in the professions, in government. They have had to battle for their rights as human beings every step along the way, not only against men, but against other women. Is it not time that all women wake up to a changed order and realize that other women are people, and do unto them as they would be done by? How many women patronize women doctors, women lawyers, women accountants, and other professional women? Yet these women have had to train more intensively than men and must work harder at their jobs to get recognition. I ask the co-operation of every woman in giving intelligent consideration to the problem of the woman worker in any field. And I ask her to present her cause to the men with whom she has influence.

It is a pity that at this time, with so many problems affecting both sexes, there should be need for one sex to defend itself against the other. Rather, men and women should unite to plan better conditions for all. I hope for a time when we shall cease to talk of a woman's party, or the women's vote, and consider only ideals and issues for which both men and women work, in a world where both must live. But if this time comes, it will be because women have proven themselves good citizens and loyal to their sex.

(To be continued)

THURSDAY EVENING AT HOME

After the holidays and the epidemic of colds, comes this gorgeous spring weather which puts everyone in a happier mood. At least, that was the impression received by the hostesses as they looked over the guests in the Club lounge Thursday night.

Several guests were present and some infrequent visitors of our own. Our president came in with a former member, Nora Blickfeldt, who we hope is going to join us again. Hazel Oppenheimer and Madelon Saxon brought friends, as did Olive Chauvaud, who came to play bridge, but stayed to lead the parade and cheers in honor of our bride-to-be, Ethel Ray. We wish you much happiness, Ethel. They, and all the 'regular' bridge and anagram enthusiasts, enjoyed the refreshments so generously provided by and so gracefully served by Grebbie and her faithful committee.

THE GOLDEN PHEASANT

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RESTAURANT

SHE DID IT

We all wondered last March whether our program chairman could possibly maintain the high type of programs and the fine attendance with which she started her year, and we now rejoice that the last was as good as the first and every one intervening was up to standard.

The program dinners have remained so popular throughout the year that we were able to hold even one in the ball room, which means the attendance was always fine.

Last Tuesday's meeting was as lively and entertaining as all that have gone before and made it wonder how she finds all the talent she brings on.

After dinner, we sang our old familiar California Convention song, and this was followed by a group of readings by our own member, Claire Ingham which delighted all present.

A representative of the National League of Women Voters gave a short talk on the aims and objectives of this organization and asked the co-operation of those present in their work.

Next we sang one of Gertrude's famous "pep" songs, a parody on *Polly Wolly Doodle*, which put us in the mood for listening to the stirring and challenging address by Mr. Sam Hume setting forth the purposes and ideals of the Crusader movement in California. Mr. Hume's message was direct and to the point and left us with a feeling that we have a very definite responsibility to our state and our government and a realization that our ballots are powerful weapons to be used in bringing about a much better and cleaner political and economic condition.

Another group of readings by Miss Ingham brought to a close a most enjoyable and profitable evening.

N. J. F.

POOR JOE

In connection with the campaign for safe driving which is being carried on now, one of our contributors thinks this poem paints a picture:

Joe didn't listen, look or stop!

They dragged his flivver to the shop;

It took only a week or two

To make the car look good as new,

But though they hunted high and low,

They found no extra parts for Joe.

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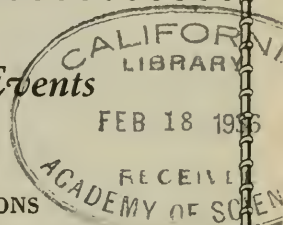
FEBRUARY 8, 1936

No. 6

Weekly Program



Coming Events



- February 10—Book Section, 7:45 P. M.
February 11—Dramatic Section, 7:30 P. M.
Dance Section, 8:30 P. M.
February 13—Choral Section, 6:45 P. M.
February 13—Thursday Open House, 8 P. M.

VALENTINE PARTY.

Hostesses

Margery Shaffer
Allene Schuerbrock

Catherine Dawn	Frieda Korn
Anna Reidy	Mollie Gunn
Elizabeth Mowder	Edith Nelson

SECTIONS

- Book*—Second Monday, 7:45 P. M.
Civic—First and Fourth Mondays, 7:30 P. M.
Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC SECTION

At the next meeting of the Dramatic Section, a new chairman will be elected. All members are asked to be present and to cast their vote.

BOOK SECTION

Our next program will be unusual, since we are going to hear two distinguished speakers. Mrs. Evangeline Adams Spozio, who is the daughter of Edward F. Adams, the founder of San Francisco's Commonwealth Club, and who is a member of the faculty of the San Francisco State Teachers' College, will enumerate and briefly discuss the outstanding books on economic topics. This is a real opportunity for our members who are interested in economics to receive expert guidance in their reading.

We shall also have on our program Mrs. Henri Napier Carmer, who is a well-known consulting psychologist and who is well acquainted in our organization since she served for two years as chairman of our Book Section. Mrs. Carmer has chosen as her topic, *Finding the Best in Literature and Life*.

Don't miss this meeting—you'll regret it if you do.

POLLY R. HATCH, Chairman.

VALENTINE PARTY

And in February our thoughts turn to hearts, and so forth and so forth, so on the 13th we will try to celebrate the birthday of the little Saint Valentine in proper fashion. I know of one surprise that is coming that night. And it has nothing to do with Leap Year, either!

EDITH FLOYD, Reception Chairman.

FINGERPRINTING

Those of us who had the opportunity of hearing Lillian MacNeill Palmer speak at the Civic Section last Monday were much impressed with the many ideas which were offered for the advancement of our club.

Several projects were taken under consideration, but universal registration, or fingerprinting, seemed the most feasible at this time. Margaret Torreyson has been a disciple of universal registration for many months and has urged club members to register. Now we are planning to open a bureau at the club rooms on February 12th, from 12 to 6 o'clock. In the meantime, line up your friends, members and non-members, for the big event.

Have you made your reservation for the Installation Dinner, February 22nd? Colonial Ball Room, St. Francis Hotel. Price \$2.25 per plate.

Reservations with Mrs. Burlingame.

The Business Woman

Published Weekly, 609 Sutter Street
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NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Bank posting machine operator; salary \$90 per month. Age limits, 21-40. Examination, March 7, 1936.

Junior compensation claim examiner and investigator, State Compensation and Insurance Fund; salary, \$100 per month. Age limits, 21-40. Examination, February 15, 1936.

NEW MEMBERS

Hazel Oppenheimer, our A-1 membership chairman, is right on the job every minute and getting splendid results with each lead and contact. Please add the following new members to your roster:

Davis, Barbara Grace

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Gregg, Eva A. (Miss)

Director of Girls' Friendly Society Lodge
1537 Sutter St.—ORdway 5932

Lane, Shirley E.

Route 1, P. O. Box 576
Palo Alto—P. A. 21192
Private Secretary
Prudden, King & Prudden, Inc.
681 Market St., S. F.—DOuglas 7401

We are happy to welcome these five to our group, and we hope they may enjoy us, too.

CLUB NOTES

MARGERY SHAFFER

Caroline Weber is busy visiting the clubs of the Redwood Empire District, in company with Ma Pettergill, the president. They have visited club at Vallejo, Napa, San Rafael, Santa Rosa, Ukiah, Eureka, Crescent City, and expect to be in San Francisco this week.

Caroline says: "All the clubs are enthusiastically starting studies on the State Constitution and believe we, as an organization, will have something concrete to say about it when the time comes for consideration." Monday and Tuesday she spent in San Jose and Hayward.

We had such a charming letter from Ceil Hamilton in response to our birthday wishes and to "Tilli the Toiler's" card. In part, Ceil says: "God love each and every one of you for your happy good wishes on my 'very own' birthday. It sends a tickling round my heart muscles that drops off the year for me instead of adding them on," etc.

Tilly Sunshine's mother, Mrs. Schimpf, celebrated her eighty-seventh birthday, January 31, with much glee. She was the recipient of forty-two birthday cards as well as many gifts. *Many happy returns Mrs. Schimpf.*

We were happy to see Maude McLaughlin and Jessie McKinney at Margaret's tea last Saturday.

A recent Democratic Women's Forum meeting presented John D. Barry as their guest speaker. Naomi Hammond, president of this group, presided. Assisting on the committee of arrangements were Genevieve Allen and Letitia Farber. Is it any wonder this proved a very interesting evening with such co-workers?

Kindly make the following changes in your roster:

Lieb, Myrtle

1290 20th Ave., Apt. 602.

Woodworth, Carmelita

1030 Fell St.

Ida Reed is moving her offices to 425 Bush Street. Kindly change her business address accordingly.

Nell Palmer anticipated a real visit with all the January birthday girls last Thursday night, but as it so happened, she had to come over during the day and was too tired to stay for the evening. Her sincere greetings were wafted to each and every one of the "queens" round the table, and were heartily accepted. All regretted Nell's absence and hope to see the chair occupied by Nell herself next year. We are pleased to report that she is not feeling any bad results of her recent fall and is just as chipper as ever.

Margaret Torreyson, in the role of hostess, delightfully entertained her board of directors, officers, committee chairmen, and the staff of THE BUSINESS WOMAN at a bridge-tea in the Women's City Club last Saturday afternoon. Who said Margaret couldn't play bridge?

Don't forget to see Catherine Dawn's painting entitled *San Francisco W.P.A. Project No. 1151*, now on display at the San Francisco Museum of Art, Civic Center. You have until March 8 to cast your vote to help Catherine win the \$100 prize for the greatest number of votes, so please, pretty please, do your bit to boost her average.

A few lines from Jane Smith, who is in Salinas nursing her brother back to health, say she is looking forward to seeing many of her San Francisco friends in Salinas in mid-February. Her address there at this time is 54 Buena Vista Street.

Fingerprinting in the club rooms, Wednesday, February 12, from 12 to 6 o'clock.

See elsewhere in this issue for details.

GOLLY—GOSH—GOLLY!

Some more about OUR PARTY—The Installation Dinner—the Officers' Jubilee! Good time hours with our club-ers, Saturday, February 22nd, St. Francis Hotel! Could anything be more thrilling!

1st: A Holiday, plenty of time to doll-up!

2nd: A day of rest, therefore, in condition to respond to gayety!

3rd: Program and Eats to make you enjoy this club, the more and the more!

There be we: In the glamorous gold Colonial ballroom; time is 7:15; we are gathering around tables, getting comfortable. By Jove, we start N TIME—AND NO FOOLING! Lillian Macmill Palmer, there she is, Our Toastmistress! Isn't she just the realiest human being you ever knew—flub-dub! How she bubbles with wit and humor a gift! And we, thrice blest she is ours!

Gee! Food is goodie—good! That Bohemian trio (two lads and a lassie) singing around the poles, those Neapolitan songs, those sentimental ballads, and that accordionist—well, it is just too—!

Oh, Ronald Telfer—that splendid actor, a leader and about the Little Theater Movement; now's composed a caprice on *The Streets of San Francisco*. 'Tis choice and original and satirical, and he has several characters in the picture! This'll surprise!

The Installation! So long—OUTS! How-dy, TS!

Finale: Reception to the Tiny New President! How's that—are you coming, pals? You better do; you'll be hearing 'bout this ever after and you'll pinch yourself for having passed up that INSTALLATION PARTY! Price, \$2.25! Reservations Now!

GERTRUDE D. TUBBS, Program Chairwoman.

R. C. A.

Cometh day, month, year—we walk on and on to the nooks and corners of our city and environs. Last week we just tripped all over the old fort out here at Fort Point, and wondered its history! Goodness, there is so much one doth not know—eh, what?

Next Sunday, February 9th, we are "over the bay" to the Golden Gate Bridge. Got our Pass (you know, last time a big guy with a gun said "NO"). We will take the 11 o'clock boat for Sausalito, leaving at the foot of Hyde Street! The boat won't wait, either,—11 is the hour! Walk a bit lengthy. Not all flat and scenic and invigorating. We will be on the Sea Foam, on the water's edge, in Sausalito!

Theaters for the moment: Rumor that Nazimova coming, and will give us Ibsen's *Ghosts*. A lugubrious thing, but she is a REAL ACTRESS!

GERTRUDE D. TUBBS, Recreation Chairwoman.

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BAY DISTRICT CONFERENCE

As announced last week, the Bay District conference will be held in Salinas, February 15 and 16, 1936. The accommodations are ample. The rates for single rooms run from \$1.50 to \$3.00, double rooms from \$2.00 to \$3.50.

The Saturday night banquet program will be international, with speaker and skits appropriate to the occasion. Headquarters will be at the Cominos Hotel.

RADIO

Mrs. Lillian Hall, in charge of the women's division of the California State Employment Bureau, will give a radio address over station KYA, The Women's Institute of the Air, Friday, February 7, at 1:15 P. M. Her subject will be *Present Day Employment Problems*. This is a State Federation program broadcast for the first time under a new arrangement whereby they will go on the air the first Friday of every month.

FROM ONE MEMBER TO ANOTHER

There is no question about it! The INSTALLATION PARTY is THE event of the CLUB YEAR . . . But we must dress up to it . . . You know and I know that a new gown gives you that luxurious sense of fitness that enhances the event as nothing else can. Then why deny yourselves this pleasure when for a mere trifle, whether you are a wee'un or a big'un, you can be all dolled up . . . OR if your fancy runs to gay prints or other fashions of the hour, take our tip and, before looking elsewhere, see

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MRS. ELEANOR ROOSEVELT COMMENTS

This morning I was reading the galley proof of the first few chapters of a book called *The Woman Speaker*, by Eudora Ramsey Richardson, sent me by Mrs. Geline Bowman, honorary president of the National Professional and Business Women's Clubs. This book, which I hope will be published before long so that women in general can obtain it, brought to my mind certain things we need to think about at the present.

We have been passing laws and taking action in order to meet an emergency. As usually happens in such cases, very few of us have sat down and figured out whether we want to keep on indefinitely with these emergency measures, or whether we want to work toward more final results.

Take the concrete problem of unemployment, which as a by-product has produced discrimination against women, a tendency which we have seen grow in other nations to its natural climax of restricting women in all the fields which for years they have labored to enter.

In Germany, I understand, highly trained scientific women are told their minds are of no use to their country, that only their ability to bear children and run a house economically and efficiently is of any real value.

We feel like saying, "It can't happen here," but unless we face the fact that this is a by-product of the great question now before us, we may wake up to find that we have gone the way of other nations which were unable to solve this situation.

Has every human who desires it the right to work?

Should not the best brains of our country work on this problem?

There are three fundamentals for human happiness—work which will produce at least a minimum of material security, love, and faith. These things must be made possible for all human beings, men and women alike.

E. R.

(*San Francisco Daily News*, Feb. 1, 1936.)

JANUARY BIRTHDAY PARTY

Led by Dr. Susan Harris Hamilton, the January birthdays gathered round on Thursday evening, January 30, and feasted on a luscious birthday cake, the gift of our President Margaret, and that delectable coffee which our Hostess Edith provides. Lovely spring flowers from the Francis Floral Company graced the birthday table and perfumed the whole room with their delicate fragrance. The club lounge was nearly full of bridge tables until after refreshment time, then the bridge addicts went home like good little girls. But that double tableful of anagrams just stayed on and on and on until Bright Tatarian's husband came in search of his wife—and he, too, fell under the spell of the game! We saw a dictionary on that table, so they do take it seriously.

C. S.

THE EMPLOYABILITY OF WOMEN Radio Address by Louise Stivers, Oct. 25, 1936

(Continued from February 1)

We rejoice that the San Francisco Center of the League of Women Voters has undertaken a survey of the situation of the domestic servant. Here is a problem, surely, with two sides, each partly right. And here is one group of workers for whom there has never been any legislation regulating rates of pay or conditions of labor. How much understanding and thought has been given to it? Consider that to domesticates we leave the sanitation and cleanliness of our homes, our children's welfare, the care of our food, and entrust them with our household goods that these responsibilities often require more intelligence and trustworthiness than does a stenographer or other position in the business world, and yet the rate of pay is less than in other lines of work. The household servant has little privacy—in some cases not even a room of her own—and a social position unfortunately without dignity. Until such conditions have been rectified, how can we expect to solve the problem of domestic help? Or hope to find a qualified person willing to do this type of work?

One of our great leaders once said: "This nation cannot endure half slave and half free." Have we not now a country divided against itself? Part employed and part unemployed? In this richest of countries, we have millions suffering from war barely existing, morale broken or gone, having lost even the wish to be independent, their former skills rusty from disuse, and their plight a menace to all. This is a serious problem that confronts every member of the republic today. We must learn to distribute the products we are capable of producing to those who need and want them. If we are to be saved, we, the people, must educate ourselves to our responsibilities.

We, in our club, have begun to study a question that belongs to the whole nation. Though we are turning our attention to women, we are not unheeding that men, too, need help, and we hope that other groups will take up their problems. We hope, also, that other groups will take up the problem of women workers in other classifications, and all unite in finding a solution that will react for the benefit of every man, woman, and child in the nation, with equal freedom to all and injustice to none. But this problem will never be solved by industry and business discriminating against women.

Again, I give you this age-old question: "Am I my brother's keeper?"

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

FEBRUARY 15, 1936

No. 7

Weekly Program



Coming Events



February 20—Choral Section, 6:45 P. M.

February 20—Thursday Open House, 8 P. M.

Hostesses

Josephine Rudasill
Allene Schuerbrock

Anne Attridge
Ingeborg Fern
Jean Kerrison

Minnie Korn
Pearl Parr
Nettie Smith

February 22—Installation Banquet, 7 P. M.
St. Francis Hotel.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

No dinner meeting February 18. Meeting in club rooms at noon.

PROCLAMATION

The B's and P's! Alert ----- EST Club, on
The Twenty-second! Busy ----- EST Day, in
The February! Important - - EST Month, at
The Time—7:15 *SHARP*! . . . Thrilling --- EST Hour, for
The St. Francis! Swanky ---- EST Hotel, in
The Colonial Room! Enchanting - EST Locale, for
The Banquet! Savory ----- EST Food, at
The Price—\$2.25! Modest ---- EST Ever, with
The Program! Snazzy ----- EST Obtainable, and
The Occasion! Friendly ---- EST Hullo!

TO THE NEW OFFICERS!

FEB 14 1936

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue
Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Mary Knight

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First Vice-President.....Marion Morris
Second Vice-President.....Nell C. Boardman
Recording Secretary.....Dr. Adah Ruth Taylor
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
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Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
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Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasil
Education.....Clotilde Grunsky
Finance.....Alice B. Kennedy
Health.....Dr. Frieda Kruse
Historian.....Mary F. Mooney
International Relations.....Ednah Butler
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Radio.....Genevieve Allen
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Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

DID YOU KNOW THAT

at Margaret Torreyson's last business meeting of the year, not content with the amendments written into the constitution during her tenure, she broke the gavel in order that there might be another amendment?

CLUB NOTES

MARGERY SHAFFER

We were delighted to see Nell Palmer present the last business meeting, and sincerely hope will come over whenever possible.

We are pleased to report that Jeannette Do Bosley is recovering nicely from a severe attack the "flu." Hope to see her at the club as soon she feels able to come down town.

Many, many thanks to Isabelle Banz for a set six of Kathleen Norris' books. Our library is ways very grateful for all such courtesies.

Florence Hogan returned home from the hospital last week and brought a nurse with her for a few days until she feels well enough and strong enough to cope with the strength and vitality of the bouncing boy, Sidney, Jr.

Ruth Shaw is now living at the Berkshire Apartments, 729 Jones Street, telephone ORdway 24. Kindly change your roster accordingly.

See Catherine Dawn's tempura, San Francisco W.P.A. Project No. 1151, at the San Francisco Museum of Art, Veterans' Building, Civic Center. Visiting hours from noon to 10 P. M. daily, and Sundays 1 P. M. to 6 P. M. Be sure to get your ball at the desk on the same floor as the picture is displayed, fill it in and deposit it in the ballot box. In this writing, Catherine is way ahead,—let's all pull together and keep her in first place so she will win that \$100. Your last chance to vote is February instead of March 8, although the picture is on display until the 8th.

A letter from Susan E. McGill says since it is a woman's privilege to change her mind, she will not be returning to San Francisco as soon as she anticipated. She has a new position and enjoys it very much. She also says mail will reach her just as she is dressed to Yosemite, and she will welcome news from her home folks. Good luck, Susan!

We are always interested in the activities of Helen Doble. Being in charge of the Women's Division of the Market Street Railway, she has a busy day, but with her bright, sunny disposition she blends work with pleasure so perfectly that it is hard to say when her real day's work begins. You may find her busy at her desk, out with the school children in the "big white" school street car, at tea or social gathering or one of her clubs. At Mr. Theoleone Pohlson's tea recently at her home on California Street, Helen Doble in her charming manner assisted the hostess.

The sympathy of the club members is extended to Effie Gillespie in the loss of her sister.

Best wishes for a speedy recovery from the "flu" are sent to the mother and father of Ethel Maxwell.

Can you imagine Blanche Newton being a "Hungry Soul"? Well, she says so herself,—“hungry for the morning and evening star, the moon and the sun combined, of San Francisco.” And as history repeats itself, we again say that *some day* the wheel of "Peter" will roll along until the grand old Pacific comes into view. When that time arrives, we wish Jeanne could come right along, too, at least for a visit.

As director of infant welfare for the San Francisco Chapter Hadassah, Helen Benioff (Mrs. Fred) has been working very hard with her committee to raise funds to be spent on pre-natal, infant and child care through established health stations. Her chapter is the founder and sole support of one of these stations at Petach Tikvah. This is a fine piece of work, as infant mortality, according to their sta-

ties, has been reduced 50 per cent in 22 of these health stations in the last five years.

We had hoped to have Ruby Newberry, formerly Recording Secretary of B. & P. W. Clubs of Nebraska, transfer to our group, but her new position as rural supervisor of Sacramento County makes Sacramento her headquarters. This means we will affiliate with the club there. Our loss is our gain. However, we wish her success in her new work, and trust she will visit us whenever she is in the city.

ELECTION RETURNS

At the election held February 4, 1936, the following officers were elected to serve for the ensuing year:

President Marion Morris
 First Vice-President Amanda T. Heuerman
 Second Vice-President Hazel Oppenheimer
 Secretary Gertrude D. Tubbs
 Treasurer Rose Bezdek
 Auditor Reta W. Marshall
 Directors Edith Floyd, Enaid Jones

ADAH RUTH TAYLOR, Recording Secretary.

CHORAL NOTES

Election of a new Choral chairman will take place at the regular meeting of the section on Thursday, February 20. Grebbie would like 100 per cent attendance. Bring your snaffles along if you can't dispose of them somehow, because this is one occasion when your voting voice is more important than your singing voice. Come prepared to make nominations and vote!

ELSIE MACLAREN.

TRAVEL NEWS

When the *President Coolidge* leaves San Francisco on Friday, February 21, one of our very popular members will be aboard. Margaret Bell feels the need of a rest, so she has booked passage to Honolulu. She plans to visit our sister club there and, after about ten days in and around that section, she will return to take up her duties as chairman for National Business Women's Week. *Our best wishes for a pleasant journey, a good rest and a safe return, Margaret.*

Miss Juliet Smith was so impressed with Shirley Adke's contemplated trip to Panama that she herself sailed away for the Canal Zone on Valentine's day. Miss Smith's trip takes her to several places in Panama on the Pacific and Atlantic coasts. She will be gone about a month.

Mollie Gunn slipped quietly away this week to spend a few days in the high Sierras.

R. C. A.

Monday—February 17th—at the Geary—another theater party to *The Old Maid*—Curran Theater—Price 55c. I am waiting!

Monday, February 24th—Nazimova, at the Curran—in *Ghosts*, an Ibsen play. Fine actress—lugu-brious play. Price—55c. Still waiting!

Jiminnie! Everything comes at once!

The Installation Party—Saturday!

Walk—Sunday—the 23rd—want to chatter about that party as we go tramping the hills. Details next issue.

Monday—the 24th—theater as above!

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

Lillian MacNeill Palmer drove from Los Gatos especially to have dinner with us and to speak at our meeting, January 27. Her address, *Where—If Anywhere*, was an inspiring appeal to us to seize every opportunity to be of service in helping solve the vital problems confronting the world today. One project Lillian recommended was that we pledge ourselves to urge women to register as voters. The section decided to adopt that project and every woman there promised to persuade at least four other women to register. Through the kindness of Mrs. Neuenburg, we have been supplied with lists of registration places. Anyone wishing one of these may obtain it from your chairman. This work should be done, not only by section members, but by all club members. Will all of you help? Women's registration has been light in comparison with men's. Let's do our part in rectifying that condition, and gain glory for our club while we are doing so.

Our next meeting is February 24. At that time a new chairman must be elected. Come prepared to nominate your candidate. We shall have a program prepared by Zella Kimball. Will you fill the club room again, for this last meeting, please?

L. STIVERS.

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SIGNS OF THE TIMES

Some of us take life too seriously—and some not seriously enough. This year of presidential election gives us an opportunity to strive for a middle course.

A recent Skippy comic strip began with that popular little fellow saying his prayers: "Dear Lord, give me strength to brush my teeth every night!" He probably feels that if he ever grows up he never will have to brush his teeth—just as we, who take things too hard, feel that if we survive the present trials, we'll be able to stand anything or that life will be one glorious path of roses. The worst of our difficulties is no more serious than Skippy's, unless we dwell on it until we can't see the forest for the trees. Skippy probably didn't give the tooth-brushing business another thought until the next night—just spent twenty-four hours in happy, child-like dreams and play and enjoyment of the abundant good at hand. Seems to me that if we would face problems squarely, then go about our business, we would get a broader, clearer view of them when we had to handle them again—and no doubt would find our burden not so heavy after all.

By our problems I mean *all* of them—those pesky little personal ones, and the trials that pop up in family circles, groups, and the impersonal ones that are just as much your responsibility and mine: social and economic difficulties that permeate our government at present, from the local city hall to Washington, and the international problems that must be solved if we are to experience the peace that comes only with universal good-will, understanding, and co-operation.

Already, the radio is being used in the interests of the forthcoming national election—someone boldly referred to it once as the Great American Mud-Slinging Contest. It seems unfortunate that so-called leaders in public life and presumably eloquent public speakers feel that the only way they can get out the vote and put over their own particular or party interests, no matter what they are labeled, is to indulge in mud-slinging and appeal to the swinish element in man. What difference does it make what color eyes a candidate has, whether his voice is tenor or bass, whether he wears purple shorts with yellow polka dots or long woollens, whether he can speak extemporaneously or has to read his speech (or one written by somebody else)! We have definite problems facing us, and the solution of those problems should be the only basis for the campaign. If these speakers and politicians would exert the same energy wasted in mud-slinging to presenting intelligent arguments for or against the problems or solutions of them—in other words, *impersonalize* the campaign, the intelligentsia of this country would not turn off the radio every time they broadcast, and we would have in this country the most intelligent voting ever done in our history.

THE MAGIC CUPBOARD

SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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Third Floor

We just had an election of our own—a tiny one but the same spirit of harmony, intelligence, wisdom, and good-fellowship can pervade the larger ones. Individual right thinking leads to collective right action.

SHIRLEY RADF

THURSDAY EVENING AT HOME

The Hospitality Center hummed with talk of election and of the new regime. All the chatterers, bridgers, anagrammers are getting themselves ready to settle down to another happy year. We all enjoyed the delicious cake sent to us by Florence Attridge, and the tea brewed in her inimitable way by our "Angel."

OUR QUEER LINGO

When the English tongue we speak,
Why is "break" not rhymed with "freak"?
Will you tell why it's true
We say "sew," but likewise "few"?
And the maker of verse
Cannot rhyme his "horse" with "worse"?
"Beard" sounds not the same as "heard."
"Cord" is different from "word."
"Cow" is cow, but "low" is low;
"Shoe" is never rhymed with "foe."
Think of "comb" and "tomb" and "lose."
And think of "goose" and yet of "hoose."
Think of "comb" and "tomb" and "bomb,"
"Doll" and "roll" and "home" and "some."
And since "pay" is rhymed with "say,"
Why not "paid" with "said," I pray?
Think of "blood" and "food" and "good,"
"Mould" is not pronounced like "could."
Wherefore "done," but "gone" and "lone"—
Is there any reason known?
To sum up all, it seems to me,
Sounds and letters don't agree.

—From "El Mirador," official publication of the
B. P. W. C. of Alhambra, Calif.

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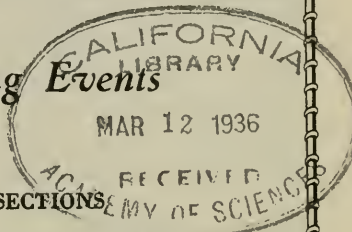
FEBRUARY 22, 1936

No. 8

Weekly Program



Coming Events



February 22—Installation Banquet, 7:15 P. M.
February 24—Civic Section, 7:30 P. M.
February 25—Dance Section, 7:30 P. M.
Dramatic Section, 8:30 P. M.
February 27—Choral Section, 6:45 P. M.
February 27—Thursday Open House, 8 P. M.
February Birthday Party.

Hostesses

Elsie Maclaren
Allene Schuerbrock

Emma Gries	Louise Mackay
Helen Mielke	Alice Jones
Lillie Anderson	Dorothy Ralston

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

THE NEW EDITOR

With great pleasure we announce the appointment of Nancy Foster, our contributing editor, to the position of editor of THE BUSINESS WOMAN. You all know her work during the past year, so it is hardly necessary to tell you what an excellent editor she will make. She has won the esteem of the club and we are sure your co-operation will be as cheerfully given as it has been.

From now on all contributions should be mailed to Nancy Foster, 2890 California Street, telephone West 5602.

The staff of 1935-36 extends best wishes to Nancy and her staff for a very successful year.

THE STAFF.

AN OPEN LETTER TO THE THURSDAY NIGHT-ERS

To all you dear people who have made my task so very pleasant, let me express my heartfelt gratitude. Your words of encouragement and your generous acts have made my year of service enjoyable to the extreme, and have made me know and feel as never before the true meaning of friendship. Next Thursday, the 27th, your new hostess will be in charge. Let's have a Birthday Party.

I know your loyal support will make the coming year as happy for her as it has the past one for

EDITH FLOYD.

CIVIC SECTION

Monday evening, February 24—our last meeting of the year. Come and help us finish with a bang, and help to elect a new chairman.

Zella Kimball is the most important person on the program. She has a lot of stuff about food and drug laws to give us. She has done a lot of work on the subject. Now, the least we can do is to go and listen to her.

Have you registered yet, and how many people have you gotten to register?

L. STIVERS.

IMPORTANT DRAMATIC SECTION MEETING

Due to the inclement weather, there were not enough members present at the meeting of the Dramatic Section to make an election possible. Therefore, election of chairman and secretary will take place at the regular Dramatic Section meeting, Tuesday, February 25, at 8:30. A full attendance is desired so that we may choose the right ones to lead in this important work for the coming year.

JOSEPHINE RUDASILL, Chairman.

FINAL BANQUET NOTICE

St. Francis Hotel, Saturday Night, February 22

Colonial Ballroom, promptly at 7:15

Price \$2.25

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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BUSINESS WOMAN

Editor.....Enaid C. Jones
2390 Fifteenth Avenue

Associate Editor.....Anne P. Attridge
Contributing Editor.....Nancy Foster
Club Reporter.....Margery Shaffer
Accounting.....Ru'h P. Shaw
Advertising.....Mary Knight

OFFICERS

President.....Margaret Torreyson
First Vice-President.....Marion Morris
Second Vice-President.....Nell C. Boardman
Recording Secretary.....Dr. Adah Ruth Taylor
Treasurer.....Amanda T. Heuermann
Auditor.....Ethel M. Johnstone
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DIRECTORS

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Margaret Bell Betty Walton

CHAIRMEN OF STANDING COMMITTEES

House.....Jessie D. McKinney
Membership.....Hazel Oppenheimer
Program.....Gertrude D. Tubbs
Reception.....Edith C. Floyd
Publicity.....Vivian Yarborough

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Polly R. Hatch
Choral.....Ida Rose Grebinar
Civic.....Louise Stivers
Dinner Hostess.....Maude E. McLaughlin
Dramatic.....Josephine Rudasil
Education.....Clotilde Grunsky
Finance.....Alice B. Kennedy
Health.....Dr. Frieda Kruse
Historian.....Mary F. Mooney
International Relations.....Ednah Butler
Legislation.....Zella Kimball
Magazine.....Zilfa Estcourt
Public Relations.....Ethel M. Johnstone
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Ida M. Reed
Research.....Dr. Phillis Bourne
Sunshine.....Matilda J. Schimpf
Ways and Means.....Nell C. Boardman

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Assistant clinical laboratory technician; salary, \$100 per month. Age limits, 21 to 50. Examination, March 7, 1936.

Student dental interne; salary maintenance only. Age limits, 21 to 30. Examination, March 14, 1936.

CLUB NOTES

MARGERY SHAFFER

One way to get news is to err! In last week's issue we reported that Jeannette Doub-Bosley, recovering from the "flu." However, we were not informed and apologies to Jeannette. It was another of our fairest among the fair, none other than Callie Bachich. We are pleased to hear that following siege of six weeks' illness, Callie is improving very satisfactorily. *Best wishes for a speedy return to health from your many friends.*

Best wishes and kindest thoughts for a speedy recovery to Ethel J. Pyro, who is at the Da Sanitarium.

Are you not thrilled with the lovely addition to our club rooms? A teakwood table, the gift of our retiring president, Margaret Torreyson. Standing near the davenport, this little table immediately entered into the spirit of things and proved to us of need and importance.

Ceil Hamilton (Mrs. W. B.) has been confined to her room with the "flu," but the latest report is she expects to be back in circulation again very soon. *Best wishes from all of us.*

Fun? In one way it was fun, but on the other hand an interesting and important experience. Have your finger-print taken. In addition to many of our own women, members and friends of the Crippled Children's Guild joined us in our club rooms, while Mr. Taylor untringly finger-printed all day long. Anyone still wishing to have this done may call at room 305, Post Office Building, and they will be glad to take it for you.

Just before Christmas, Aartje Potts joined our club and many of us had the pleasure of meeting her before she was called home on account of the illness of her mother. She dropped into the club rooms the other day, on her way to Los Angeles, say as soon as she had her mother and father comfortably settled in a warmer climate, she would return here. We shall be pleased to greet her upon her return.

Ethel Maxwell's mother and father have both been ill. Her father is up and around again, but Mrs. Lidstone is still in bed with pneumonia, and Ethel is staying home from her office to take care of her. *We send kindest thoughts, Ethel, for your mother's speedy recovery.*

Carmelita Woodworth, publicity chairman of the Palace Hotel, feeling the need of a rest, is having six weeks' vacation in Los Angeles.

Frieda Korn appeared with two fingers bandaged and confessed that she is trying to learn ice skating and in some way cut her fingers with her skate. She, with a group of friends, is planning to spend the week-end of February 22 at Lake Tahoe, skating and reveling in the snow. Unfortunately this winter Frieda will not be with us at installation.

Dr. Adah Ruth Taylor, our retiring secretary, does not expect to attend installation as she and her good husband, Dr. Giovineo, are planning to take advantage of this holiday and drive to Del Mar Country Club in Santa Cruz.

Belle Simmons is leaving New York, February 21 by way of Omaha and then on home, arriving here February 29. You will remember she went East for the Christmas holidays and, after an enjoyable visit with relatives and friends, she is happy to be coming back to California.

Sylvia Kempton has been appointed vice-president of the Republican Assembly and is also president of the Young Republicans. With so many activities, it is no wonder Sylvia does not have a great deal of time to herself. Just a real busy business woman.

Your retiring reporter wishes to take this opportunity to thank the staff of THE BUSINESS WOMAN and the members for their co-operation in formulating "gossip-less" news for the column, and to further say she has enjoyed immensely writing it for you.

ACCLAMATION

Following the PROCLAMATION of last week, let me call your attention to some claims I make:

1. The merriest party of all the year of fellowship is the February Banquet.
2. The women who attend that party are the witest, smartest women in the city.
3. The good will and cheer and charm are worth the price of admission, and yet, they throw in extra food and entertainment.
4. That our departing president, Margaret, deserves as good a send-off as our new president, Marion, deserves a welcome.
5. That we B. & P. W.'s are the luckiest people in the world.

Meet me at the Banquet on the 22nd.

E. S. ADAMS.

R. C. A.

What with special privileges from Mr. Weatherman! With permission of the Government! With a rise given by the Golden Gate Bridge Corporation! With walking ferror and congenial comrades—twenty-three in number! How could the day be otherwise than STUPENDOUS! The great Marin power! That monument to man's ability to create as awesome as gazed upon from a balcony upon the Marin promontory. Three hundred feet downward, our hundred feet upward! Seven hundred feet plus . . . from base to top. We seemed useless electrons! Ah, after distances had been accomplished, and food and drink came forth, we swelled with importance and chattered as magpies!

Sunday, next—the 23rd! A short jaunt in our Park. Meet at Fulton and Funston (Park-Presidio Extension) at 11:15. It'll be a glorious day and we can say this, that and t'other about the night before. Jolly! Food at the Chalet—haven't been there in ages! Easy walk with s'nice gals! For those as might like to lunch with us—we should arrive at the Chalet about 12:45.

Monday—February 24: Nazimova, in *Ghosts*, at the Curran; price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

IN THE MAKING OF FRIENDS

This morning while I was getting ready to edit my last edition of THE BUSINESS WOMAN, it occurred to me that I should write something appropriate to the occasion. I asked myself, What benefits have I received from my editorship this year? The answer flashed, "Friends." And they are benefits indeed.

The year has been a most enjoyable and profitable experience. Co-operation has never been denied. For the staff I feel the deepest affection and gratitude. May I express appreciation to all those who have so willingly contributed to our columns?

In *El Mirador*, the publication of the Alhambra B. P. W. C., there is a poem which so expresses my thoughts that I would like you all to read it. Here it is:

"If nobody smiled and nobody cheered and nobody helped us along, if every last one just looked after himself and the good things all went to the strong; if nobody cared just a little for you, and nobody thought about me, and we stood alone in the battle of life, what a dreary old world this would be!

"Life is sweet because of the friends we have made, and the things which in common we share. We want to live on, not because of ourselves, but because of the people who care. It's the giving and doing for somebody else—on that all life's splendor depends, and the joy of the world, when you've summed it all up, is found in the making of friends.

—W. B. SPRAGUE."

THE EDITOR.

AN INVITATION

The Palo Alto Business and Professional Women's Club cordially invites the San Francisco Club to its installation dinner to be held Friday night, February 28, at 7:00 o'clock, in the Parish House of the Episcopal Church on Hamilton Street, near the corner of Waverly Street. Kathleen Norris, member of the Palo Alto B. P. W. C., will be the speaker of the evening. The dinner will be \$1.00 per plate.

Reservations with Mrs. Burlingame.

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SAINT VALENTINE'S PARTY

Old man weather could not dampen the spirits of the many ardent bridge contractors, monopolists and chatters. Our charming hostess, Edith, was there to greet the guests that filled the club room to honor Saint Valentine. There were hearts to play with, Hearts to score on, Hearts to eat, Hearts for prizes, and all the Hearts were the gracious gifts of Elizabeth Mowder, Rae Morrow, and Belle Banz.

"Monopoly" created considerable excitement, as money, real property, and railroads were changing hands rapidly on the Exchange. Many culprits not adhering to the rules of the Board were cast into jail without bonds.

Catherine Dawn gave an interesting résumé of her painting on exhibition at the San Francisco Museum of Art.

Allene Schuerbrock did not fail to refresh us with her delicious tea.

WHAT IS THRIFT?

Real thrift, we would say, without consulting Benjamin Franklin, is a careful and sensible guarding of resources against a rainy day, not a hoarding of income or wealth, but a sensible use of what you have or receive, without waste or extravagance. But Christopher Billopp, in the *Baltimore Evening Sun*, gives a rather more acute and forceful definition of it, to-wit:

"Thrift," he writes, "is saving a dime by shining your own shoes. It is sending a telegram only when somebody is dead. It is having the old dress dyed a different color and brightening it up with a girdle of a contrasting shade. It is buying shoes that were the style last year.

"It is resisting the temptation to have somebody clean your motor car and doing it yourself. It is using only one match to light four candles. It is having the old felt hat cleaned and reblocked and getting your wife to take the spots off your neckties so that they will do until Christmas.

"It is waiting for movies to reach the second-run houses. It is turning out all the electric lights except those that are being used. It is having one kind of soap for the family and another kind of soap for guests. It is buying tooth paste by the gross and making one toothbrush last a year. It is writing one letter to Aunt Susie and having the other members of the family add postscripts.

"It is skimming the cream for coffee and cereal off the top of the milk bottle. It is getting books from the public library and rushing them back before two weeks is up. It is waiting until you get into town from the suburbs and asking a friend if you can use her telephone for a few calls.

"Thrift is, in short, watching the pennies so carefully that you are enabled to live within your income with a little to spare and thus can afford such luxuries as taxes, charities, miscellaneous contributions and investments that do not turn out so well."

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WILL ROGERS WRITES FROM HEAVEN

Well, Wiley and me is in a new country, but the lots of familiar faces here. The day we came, a crowd was on hand to greet us. All the great good was in it. I could see Teddy Roosevelt, Will Harding, Coolidge, Taft, good old Ziggy, Chaney, Wally Reid, Rudy Valentino, and a lot ex-congressmen that nobody thought would make the grade up here. They was all in the bus when we landed. It reminded me of an old h week. We sorta felt at home.

Heaven ain't what some folks think it is. There no streets paved with gold; heaven never was on gold standard. All the roads are highways of happiness. It's the only standard of value that counts this place. And white robes? Why, everybody wears the clothes they came in. The other day I saw K. Arthur in his suit of armor talkin' with Mark Twain in his summer suit of white linen. And Moses in kinda Oriental shawl was discussin' his ten commandments with Wilson, who was dressed in a cowboy and gray striped trousers. Woodrow still li his fourteen points.

I ain't heard a harp or seen a halo yet; been busy meetin' folks I can't cover much ground in day.

This is a friendly place—everybody knows everybody else. And they's all religions here, except Republicans.

You oughta see the green meadows in Heaven with peaceful lookin' ponies grazin' in them, and there is pretty spots where happy little children play all day long, and there is sparklin' brooks with flowers in them. There is plenty of singin' and you can sit down on the green bank of any stream and talk with the people you used to respect when you read about 'em in history books.

Went to a fish fry yesterday and had a great time with Dick Harrison. He's mighty popular here.

I can stay in this place forever. It's better than California.

Yours,
WILL.

P. S. I been lookin' for Huey Long. I'm 'fraid he won't like it in Heaven. We have a Good Book here.

Author unknown

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The Business Woman

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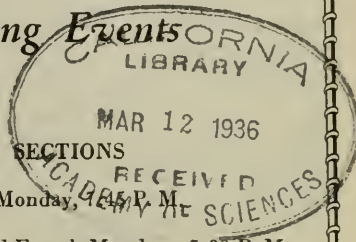
FEBRUARY 29, 1936

No. 9

Weekly Program



Coming Events



March 2—Civic Section, 7:30 P. M.

March 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

March 5—Choral Section, 6:45 P. M.

March 5—Thursday Open House, 8 P. M.

Hostesses

Anita K. Mayer

Allene T. Schuerbrock

Lydia C. Rogers	Lillie E. Anderson
Louise C. Buck	Mary S. Blakemore
Ora Deimick	Edith Nelson

Book—Second Monday, 7:30 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

OFF TO NEW ADVENTURES!

Again we set forth on an adventure—an adventure into the coming twelve months.

Much new land has been added to our dominions during the past year. Now it is our task to continue along the road to further accomplishments, strengthening the usefulness of all sections and committees, and bringing them ever closer together, so that our club as a whole may go forward, working together for a common goal.

The members of the new Board of Directors are not planning to direct this expedition alone. We are looking to you all to learn which roads you and you and you wish to follow and what particular destination you feel to be the most desirable. We ask you to come to our section meetings, to drop in on Thursday nights for a word of greeting to your friends, to attend the monthly programs that are being planned by our capable program chairman, Iolilde Grunsky, and to be present at our business meetings in order to learn what your chairmen are doing and to express your views on future plans.

Among the purposes of our club is the promotion of friendship. As we venture forth along our way, we learn that there is no better method of fostering friendship than by working together for a common cause. As business and professional women, with many varied interests, we still are seeking the same goal of greater security and welfare for all.

Our first business meeting, next Tuesday evening, should be of interest to every club member, as plans for the year will be presented by your chairmen.

And so, all together, let's be off to new adventures!

MARION MORRIS, President.

R. C. A.

Remember, pals, who have operty seats, we are due at the Memorial Opera House, Friday Night, the 28th—*Madam Butterfly*.

If the sky ever stops weeping, the flowers will come forth and we will be the little ones to go forth and give them greeting. Suppose we hold March 8 for such an event!

March 7—also opera, pals—*Aida*!

Sorry for those as hasn't seats, 'cause I cannot help! Long since—all gone.

March 9—at the Curran, the long-talked-about "Children's Hour." Seats 55c, and you want to come along, so catch me.

GERTRUDE D. TUBBS, Recreation Chairman.

WE'RE INVITED

The Business and Professional Women's Club of Livermore cordially invites the B. P. W. C. of San Francisco to attend its annual Public Relations Dinner on Thursday, March 19, at 6:45 P. M., at the Castlewood Country Club, Pleasanton. Price of dinner, including tax, is \$1.55. Speakers are State President Carolyn Weber and Mr. Sylvester J. McAttee, a San Francisco attorney. Make reservations with Mrs. Burlingame not later than March 8.

RECEPTION COMMITTEE

The Reception Committee for the following year, please meet at 6:45 P. M., Monday, March 2, 1936, in our club room to discuss plans for the coming year.

JEAN KERRISON,
MINNIE E. KORN.

FEB 28 1936

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 Advertising.....Marie Jensen

OFFICERS

President.....Marion Morris
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 Second Vice-President.....Hazel J. Oppenheimer
 Recording Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
 Auditor.....Reta W. Marshall
 Honorary President, Lillian Palmer

DIRECTORS

Margaret Bell Nan G. Lawrence
 Edith C. Floyd Enald C. Jones

CHAIRMEN OF STANDING COMMITTEES

House.....Florence Calderwood
 Membership.....Pearl Smith
 Program.....Clotilde Grunsky
 Reception.....Minnie E. Korn
 Publicity.....Grayce Dempsey

IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

A PROCLAMATION FULFILLED

Yes indeed, it was the swankiest, snazziest, snappiest banquet we have attended; from the moment those smartly dressed, keenly alert business women began filing into the beautiful Colonial Ball Room at the St. Francis, until the last goodnight was said, each moment was thrilling. The gorgeous array of blossoms brought spring into our midst, and, if one had a care, it was put to rout by the advent of those delightful Bohemian singers, with accordion accompanist, who wended their way among tables and entertained us so royally with their merry songs during dinner. If they did not succeed, surely no care remained after our own State Director of Music, charming Elaine West, of Stockton, upon popular request, when the minstrel singers struck up *Tavern in Our Town*, came to the platform and directed us in singing (whether we could or not) in mass, and thus express the joy which was filling our hearts.

Our witty and beloved Honorary President, Lillian Palmer, toastmistress, who never repeats herself and is always refreshing, sustained this high key. She read telegraphic greetings from our State President, Carolyn Webber, Margaret Mary Morgan, and other friends, which made our evening more complete. Distinguished visitors and representatives of our sister clubs were then introduced and their expressions of fine friendship and good will surely warmed our hearts.

Followed Ronald Telfer, gifted young playwright and actor, who gives "personality" to the streets of San Francisco; it was astonishing to find streets and their "intersections" quarreling and manifesting contempt for each other—even as you and I. Mr. Telfer and Edgar McDonald, impersonating newspapermen, interviewed four of San Francisco's

leading thoroughfares. First came Powell Street, a saucy young miss, with hat over one eye, leaving the other free for that "come hither look," proved to be irresistible, "in love with everybody but having a terrible inferiority complex."

Post Street, the snob, without a heart, always boasting of her literary and artistic background enlightened us on what a street should be, and confided to us her secret of success is "to observe your neighbors and then always seek to outdo them."

Kearny Street, "a lady that's seen better days but just now is resting," a sort of Sadie Thompson who declared that "the worst Post Street could be about her would look like last year's straw hat compared to what she thinks about Post Street."

Market Street, traveling like a whirlwind, with her passion for people and her feverish desire to be loved by them, has little time for quarreling, though she did seem to hold a certain contempt for "Alleys" which cross her.

In any event, it is a novel idea, well written and presented, and has opened up new vistas for our imagination.

There was a little catch in our throats as President Margaret Torreyson, in her own invincible way, relinquished the gavel to our new president, Marion Morris, who gravely and graciously accepted, and pledged herself and her club to work for more effective democracy and a better world for business women as well as men. It is true each president does leave a part of herself with us and our memory. Margaret will always be a very bright one. We turn expectantly to Marion and her very efficient staff, and know great strides will be made; "that our roots will dig deep into the soil and our branches speed high to the heavens"—thus we will add another year to our Tree of Life.

We are indebted to our fine Program Chairwoman, Gertrude Tubbs, for a very enjoyable evening, efficiently planned as to allow time for that rare opportunity of greeting our new officers and leisurely chatting with friends.

BETTY WALTON

CLUB NOTES

MARGERY SHAFFER

As we read, in our issue of February 18, that Margaret Bell was anticipating a trip to the Islands, this issue informs you that she set sail on the *S. S. President Coolidge* on the 21st for a much-needed rest. Margaret says she is bursting into either politics or the movies, she does not know which; among the passengers aboard the same steamer were Mayor and Mrs. Angelo Rossi, Chief Administrative Officer A. J. Cleary and wife, Supervisor and Mr. J. Emmet Hayden, Charlie Chaplin and his party. There was a jolly coterie of Margaret's friends at the pier to bid her bon voyage and a safe return.

On account of previous plans over the last weekend, many of our members were unable to grace our banquet tables at the installation dinner. We missed them and they missed a very fine program.

In our issue of January 18, we reported that Mrs. Morrow had fallen and dislocated her shoulder. Rita tells us her mother is recovering splendidly, which is good news indeed.

Among a happy group of our members attending the Bay District meeting at Salinas recently was Ida Grebinar. Grebbie is pretty busy these days between her business, club activities and her home over in Marin. Her cabin over there extends a welcome to her many friends in the club and she is never too busy to fill the role of a perfect hostess.

San Francisco has been deprived of one of its outstanding characters by the passing of Mr. W. B. Hamilton, which occurred following pneumonia. We tend an expression of deepest sympathy to our tive and beloved member, Ceil Hamilton, and her n, Allen. Mr. Hamilton possessed qualities which ined for him the highest regard in the prominent ees he so efficiently filled with distinction and gnity. In his private life, his kindness and grace- l personality endeared him to all who enjoyed the ivilege of his loyal friendship and his intensely uman understanding. His memory as a good citizen ll long endure.

Another of our members off on a month's vaca- in the Canal Zone is Juliet Smith. The lure of is section seems to be attracting our members, as irdley Radke sets sail on the S.S. *Pennsylvania*, arch 28, for Panama. By this, early vacations seem order.

Who of us are not admirers of Rudy Sieger's usical accomplishments? The strains on his violin othe and relax as nothing else will. Announcem- ents say that Rudolph Sieger and Mrs. Samuel opkins were married Tuesday, February 25. Con- atulations to Rudy, whom many of us have the easure of knowing personally.

Who is going to be our next Bay District presi- ent? Our Charlotte McClelland, who has been ondered for the office, is unable to accept, but our ub is sponsoring her for another term as vice- resident, hoping that she will be able to accept the esidency next year. Florence Stahl, the retiring resident, has done a splendid job during her two ears of office and has endeared herself to many iends in the Bay District clubs.

At the Bay District meeting at Salinas, the nomi- ating committee was selected, with Louise Jolly as airman and other members are Sylvia Kempton e San Francisco and Ora Howard of Palo Alto. At e same meeting a committee for the revision of Dis- ict By-Laws was appointed, with Margaret Torrey- on as chairman and Maude Empey of San Jose d Lucille Hewitt of Alameda as members. These ommittees will be ready to make their reports at the nual meeting of the Bay District Federation of . & P. W. Clubs at Santa Cruz, April 18 and 19.

We were happy to see the splendid progress Jessie cKinney was making after her siege of illness and ow we have to report that Jessie has been down ith the "flu" and also fell on the hardwood pol- shed floor. Fortunately no bones were broken or islocated, but painful bruises are far from pleasant

memories of such an accident. Our best wishes, and we hope to have her with us soon.

Nettie Smith ran away from our rainy weather of the past few days and visited in Petaluma. How- ever, she was back in time for the installation din- ner, which she has not missed attending in years and years.

Last, but not least, are we proud of our artist member, Catherine Dawn. Margaret Torreyson went up to cast her vote on the last day for Catherine's entry and the judges said Catherine was so far ahead of the other contestants that they did not really see the use of counting the votes. Congratulations to Catherine in winning the prize of \$100.

Catherine wishes to take this opportunity to thank all our members who helped to put her in the lead of contestants and says our friendly gesture and co-operation are deeply appreciated by her.

Well, now you have finished reading this column, are you not surprised to have the same old reporter another year? Was surprised, too, especially after bidding you all adieu in the last issue. Keep up your splendid co-operation and your reporter will do her bit toward relaying the activities of our many members.

OUR ADVERTISERS

We are pleased to welcome to our advertising columns this week a very new advertiser and hope that the ad of Joseph Magnin may become one of the familiar features of our columns. It will pay you to call there and see the many bargains in the spring sale.

If you are looking for a course in economics, why not try the one advertised in our columns this week, which meets for ten consecutive Tuesdays, starting March 3, at 83 McAllister Street.

Another new one is the Worth Hotel, and we are sure that anyone looking for a permanent home or a place to spend one or several nights will do well to give them a call. Our new advertising manager vouches for them, as she lives there.

Then we have a few of our old standbys and we welcome them anew this week. We always appreciate the old faithfuls.

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THE CAPTAIN'S PARTY

It looked for a time on Thursday night as though heavy weather might delay safe landing of Captain Edith's good bark *Friendship*, bearing its priceless cargo of golden friendship nuggets; but even the elements were conquered by the fiery enthusiasm of a fine crew, and we glided smoothly into a most unusual flower-decked berth, surrounded by happy, friendly faces. There was our Honorary President, Lillian Palmer; our esteemed Port Superintendent, Isabelle Banz; Minna Brown with her sister, Miss Zerbel; Lydia Floan; Miss Morley, a guest from far-away Santa Ana, with Miss Maha of the Delphian Club, and a host of other good friends to help us celebrate this happy occasion.

It was a unique captain's party in that it was a complete surprise to the captain; but through the untiring efforts and originality of First Mate Josephine Rudasill, assisted by charming and efficient hostesses, Anne Attridge, Catherine Dawn, Lorraine Graves, Ingeborg Fern, Jean Kerrison, and others, it goes down as one of those unforgettable occasions.

The captain's table, beautifully decorated with yellow jonquils and yellow candles, covered with a light green tablecloth, occupied one end of the room and was adorned by our outgoing president, Margaret, and our new president, Marion, as well as a goodly number of the hostesses who have helped keep our torch of Friendship burning the past year.

One knows that captains never display emotion, but this one did, and the beautiful cake placed in front of her, bearing the inscription, "Aloha to Edith," supplied by Ingeborg Fern, had to be cut by friendly hands; then there was a beautiful old-fashioned gold bracelet, the gift of her hostesses, and, finally, that lovely song, *Aloha*, with special words by our talented Enaid Jones, sung by Josephine Rudasill and Enaid, with Merle Curington playing the accompaniment. Certainly all this manifestation of esteem and affection was enough to move even a captain.

And, my dears, even the refreshments were unique; the most delectable, tiny cream puffs, oceans and oceans of them, made by Elsie Fear; then home-made cake by Josephine Rudasill's mother, Enaid Jones, and Nell Boardman; and it goes without saying that we were refreshed by that delicious cup of tea brewed as only Allene Schuerbroek knows how.

What a happy landing, and each guest carried home some of those golden Friendship nuggets for her treasure chest.

B. W.

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THE TAKE-OFF

Your Program Chairman exits and, upon her leaving, thanks all you members who have so loyally supported her Tuesday evenings throughout the year. When a chairman presents her offerings: meets with such a gratifying response, her reactions are those of content and satisfaction. This has been a year of pleasant experience and your ex-Program Chairman goes on her way to her new landing.

GERTRUDE D. TUNNEY

CHANGE YOUR ROSTER

Dorothy Ralston has moved to 156 Henry Street. Minnie Korn's home telephone number is PR 2123 and her local at the office is now 2689.

The editor is moving to 2299 Sacramento Street. Phone number will not change.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant:

Physiotherapist (open to men and women). Salary not mentioned. Age limits not stated. Examination, March 14. Last day for filing application, March 7.

CHORAL

The Choral Section elected Phoebe Wrampel chairman for the ensuing year. Phoebe is formulating plans for the year's work that are sure to work out to the good of the group, and she has the assurance of the fullest co-operation from the members.

We're pleased to announce . . .

That this week marks the
**FIRST SPRING OPENING at
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Stockton at O'Farrell

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

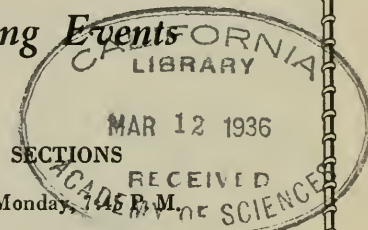
MARCH 7, 1936

No. 10

Weekly Program



Coming Events



March 9—Book Section, 7:30 P. M.

March 10—Dramatic Section, 7:30 P. M.

March 10—Dance Section, 8:30 P. M.

March 12—Choral Section, 6:45 P. M.

March 12—Thursday Open House, 8 P. M.

Hostesses

Elsie P. Fear

Susie Hicks

Madame DesFis

Mary Ryley

Floy Murphy Caesar

Nell C. Boardman

Phoebe A. Wramp

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BUSINESS WOMEN'S WEEK

Once more we come to the time of the Annual Business Women's Week. Dates this year are March 8 to 21, inclusive.

Our club will as usual participate very actively in this important event. With the following able committee on the job, it has to go over in fine style: chairman, Margaret Bell; sub-chairman, Rose Barker; correspondent, Ethel Johnstone; radio, Genevieve Allen; dinner, Charlotte McClelland; publicity, Rayce Dempsey and Nan G. Lawrence.

Speakers will be supplied for radio and schools and posters will be displayed in twelve of the leading stores. These stores will also co-operate with appropriate window displays throughout the week.

The crowning event will be the dinner on Saturday, March 21, at the Western Women's Club, with Gertrude Atherton as speaker. Further details next week.

CIVIC SECTION

On February 24, Ednah Butler was elected chairman. She has some excellent plans for the year and we know she will do valuable work. Congratulations to the club for having secured Ednah's services!

As your past chairman, I wish to thank all who aided me last year. I am grateful for the experiences I have had and the friendships made through this office. For our new chairman I wish the same loyal co-operation she has always given others in the past, and success beyond her dreams.

LOUISE STIVERS.

R. C. A.

Looks as if we should make search for the flowers of spring—tra-la! Sunday next, we'll buy a Sunday Pass; meet at the old spot, Hearst Building, Third and Market, at 11. Either to Bay View Park or McLaren Park, go we forth. Thereafter hunger will direct us Spanish. Yep—there at Estrada's, this side of Colma, on the Highway—we halt! Good Eats. We should arrive about 1:30 to 1:45 and any of you gals as would like to chow with us, come on along. Take a cemetery car and it takes you right to the door. We "hikers" walk from Daly City—about a mile! Sunday, March 8th, meeting at 11—SHARP!

Monday, March 9th—Curran Theatre—The Children's Hour—price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

DRAMATIC NOTES

Another pleasant Dramatic year has just ended. This section will be ably handled during the coming year by Elsie Fear, chosen as the new chairman, who is extremely fortunate in having Effie Gillespie as her secretary. This should be an interesting year with two such fine people guiding this section.

The next meeting will be with Mrs. Hackett at the club rooms, March 10, at 7:30. The dancing class is to meet with Miss Hanson at 8:30 on the same date.

JOSEPHINE RUDASILL.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
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BUSINESS WOMAN

Editor Nancy Foster
2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... Marie Jensen

OFFICERS

President Marion Morris
First Vice-President..... Amanda T. Heuermann
Second Vice-President..... Hazel J. Oppenheimer
Recording Secretary..... Gertrude D. Tubbs
Treasurer..... Rose A. Bezek
Auditor..... Reta W. Marshall
Honorary President, Lillian Palmer

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Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

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House Florence Calderwood
Membership Pearl Smith
Program Clotilde Grunsky
Reception..... Minnie E. Korn
Publicity Grace Dempsey

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

BOOK SECTION

We meet for the last time this term on Monday, March 10, at 7:45, in our club rooms.

Mrs. Henri Napier Carmer was unable to be present at our last meeting, unavoidably detained by "old man flu." So she will speak at this meeting on the interesting topic, *Getting the Best from Literature and Life*. She is an outstanding psychologist and will doubtless present some new ideas for us to consider.

At our last meeting it was suggested that the group would enjoy a discussion of current affairs. So Zilfa Estcourt, chairman of the Magazine Section, will be there to cover this assignment.

Last of all, a chairman for next year must be chosen by the group. So come, enjoy the meeting, and cast your ballot.

POLLY R. HATCH, Chairman.

NEW ADVENTURE

Announcing the Northern Division of the Educational Research Bureau, Suite 512, at 450 Sutter Street, San Francisco, California. SUtter 2769. Lee Seares, Managing Director. Speakers Bureau, Study Projects, Radio Programs.

DISTRICT BY-LAWS

At the Salinas meeting in February a committee was appointed to amend and revise the By-Laws of the Bay District. Anyone having suggestions in regard to this subject should communicate promptly with Margaret Torreyson, who is a member of the committee.

CLUB NOTES

MARGERY SHAFFER

"All work and no play makes Jack a dull boy" thus speaks Jene Bishop, who has been confined to her gift shop and circulating library over in Oakland for many, many months, and she says she is so lonesome for her club friends that she is most desperate. Jene has decided to close her shop every Thursday evening and attend our Open House, which is a fine idea, and we are looking forward to having her with us again.

For some time Constance Hendrickson, being very busy young woman, and part of the time ill, has not been with us, but these birthday nights bring out many familiar faces. Last Thursday, Constance appeared, looking the picture of health, and we were pleased to see her.

Our ever loyal and steady worker in the interest of the club has been quite ill and at home with the "flu." We are referring to Elsie Maclaren and are happy to report at this writing that she is better and back in circulation again.

Congratulations to our new officers, committee and section chairmen, who have commenced functioning as though they had been at it for years. Elsie Fear, chairman of the Dramatic Section, Edna Butler of the Civic Section, and Phoebe Wramp of the Choral Section are busy women laying the plans for our pleasure during the coming year.

Sympathies to Gertrude Tubbs in the passing, February 23, of her half-brother, Mr. Sumpter Doggett.

At this time of the year the beautiful hills of Marin County call to those who love the great outdoors. Anita Mayer spent the week-end at Fairfax; Grebbie at Larkspur! Merle Curington and her husband went to Lake County; "Rudy" and her husband in the same direction; Nettie Smith to her cabin in Contra Costa. We know there are many more that spring beckons, but if they do not tell about their trips, how can we tell you?

Sylvia Kempton attended a Republican assembly at Salinas during the last week-end.

Lillie Anderson drove down to San Jose recently to be present at the wedding of old friends. She says that section of the country is in its glory right now—the blossoms and general spirit of springtime.

Your reporter wishes to thank you for the many cards and notes of congratulations in her reappointment. They are deeply appreciated.

NEW ADDRESSES

Celia A. O'Brien has changed her office address to 425 Bush Street, GARfield 6316.

Lee Seares new home address is 1414 Greenwich Street, ORdway 8458. Read Lee's announcement elsewhere.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Assistant deputy insurance tax attorney; salary, \$175-\$250 per month. Age limits, 25-50. Examination, April 11, 1936.

Junior payroll auditor; salary, \$120 per month. Age limits, 21-50. Examination, April 4, 1936.

Senior payroll auditor; salary, \$150 per month. Age limits, 23-50. Examination, April 4, 1936.

Telephone operator and information clerk; salary, \$90 per month. Age limits, 21-40. Examination, April 4, 1936.

OPEN HOUSE

New Reception Hostess Minnie Korn takes off to flying start with a birthday party to the girls having February for a birth month.

Weather has no fears for Thursday Nighters and the usual crowd of Anagrammers and bridge enthusiasts were present with the new committee chairmen setting their members together and outlining the year's work.

Thanks for the lovely cakes and delicious date cookies furnished by Amanda Heuermann and Martha Dale and a very modest lady who didn't put her name mentioned, not to overlook the delicious tea of Allene's brew.

Lorraine Graves brought her sister, Mrs. Smith of Los Angeles, as a visitor, and we were happy to have Miss Johnson, a prospective new member; also Missie's mother, Mrs. Maclaren, a most persistent anagrammer.

Mrs. Heuermann was very thoughtful of those behind the scenes, who take care of the kitchen work, and brought two fine new rubber aprons. We are indeed grateful for the many kindnesses shown by our club sisters.

B. M. P.

Thursday Nighters, March 12, green cookies and pink tea to you.

SUBSTANTIAL

Read Mary Crookston's ad and plan to spend a week-end with her at the Green Shutter Hotel in Hayward. Why couldn't we act on her suggestion and have a good party over there some time?

Another new advertiser is Madame DesFis, one of our newest members. Her beauty formula is all-urpose and a consultation with her followed up with the use of the lotion will do wonders for your red skin and muscles.

Miriam Smith, stylist, and Associated Health Clubs also have their contributions to make to our health and beauty.

We appreciate also the ads of the old and tried advertisers whose support from month to month makes it possible for this little publication to come to you regularly.

Do you know that the 50c per year you pay for our BUSINESS WOMAN does not pay the postage or sending it to you? It is our advertisers upon whom we must depend for paying the printer and other expenses.

Do you patronize our advertisers, and do you tell them you appreciate their patronage?

RETROSPECT

At the threshold of a new year's work, it is very fitting that we pause for a brief time and review the accomplishments of the past year and express to those who led us our thanks and appreciation for a task well done.

Margaret has been an ideal leader and her work as president has taken us far forward and has marked the beginning of many things which will add to the prestige and influence of the club in the community and the world at large.

She surrounded herself with a group of lieutenants who proved their ability and their staunchness by their work and devotion. Each one of the officers and members has added her share in the development and progress of the club, and we the incoming regime salute them and hope that we may build upon the foundations which they and others before them have so ably laid.

SPRING IS HERE!

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San Francisco

ON WHAT SHALL WE UNITE?

Our National President Answers

As women, our chief concern should be the preservation and fostering of human and cultural values. It should be our privilege, as well as our duty, to set the standards for society. Potentially, the organized women of America have it within their power to do just this.

The wretched housing which America provides for millions of her citizens, with its attendant tremendous waste in human values, is a challenge to every woman. Even if her social interest should be slight, she cannot escape the personal financial loss involved in bad housing. When she realizes that slums are to great extent responsible for the mounting cost of hospitals, prisons, police and fire protection, taxation and charity, she is ready to help remove the breeding spots of crime, disease and unemployment. Her awakening consciousness of her opportunity and responsibility is an encouraging beginning. But there is need for leadership. If we say the slums of the United States must go, it is quite possible to eliminate them within a brief span of years.

Positive health—for children, for young people, for adults as well—is another goal upon which the women of America might well unite. The mere thought of it opens up tremendous vistas. We must see that in our communities, states and nation, we have adequate public health departments with qualified public health officers and public health nurses carrying on the program. We must see that mothers are provided with pre-natal and post-natal care; that there are no undernourished children (this means an adequate standard of relief); that health-giving recreation is provided for all; that there are proper working conditions in industry; that some means be worked out to make health insurance widespread.

Women should unite, also, in demanding educational and cultural opportunities for all—education for citizenship, for work, and for enjoyment of living. Human and cultural values for America will never be attained until there are provided for children everywhere—regardless of race, belief, economic status, or physical conditions—equal educational opportunities, and until such opportunities are extended throughout adulthood. Organized women the country over can contribute in the fulfillment of this ideal. Broadening the school curriculum, revising outworn taxing systems, finding new sources of school revenue, employment of up-to-date

methods of state and local administration, and recognition on the part of the Federal Government its responsibility to aid public education are problems that must be effectively solved before the standards of our society will be materially raised. They await the active interest of our organized women.

Surely we can unite, also, in demanding trained personnel in public service, an honest and efficient judiciary.

In unity is strength, and I feel confident that the great organizations of women in America will join in striving for these goals, in making the part of a definite program for action, and backing those candidates for office who pledge their support. It will not be long before they become realities.

CHARL ORMOND WILLIAMS,
in *Independent Women*

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HI, FELLERS!!

now that election, installation and, let us hope, the rains, are over, how's about a week-end at the

GREEN SHUTTER HOTEL in HAYWARD?

The hills and orchards are lovely, and if a sizable party of you get together you can have a bus ride "all around the country for a dollar" for your Sunday doings.

Get together and let me know when and how many.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 13

MARCH 14, 1936

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No. 11

APR 22 1936

RECEIVED
ACADEMY OF SCIENCES

Weekly Program



Coming Events

March 17—Dinner, 6:15 P. M.

Western Women's Building.

Program Dinner.

March 19—Choral Section, 6:45 P. M.

March 19—Thursday Open House, 8 P. M.

Hostesses

Hazel L. Ramon

Marian M. Bender

Ludie E. Anderson

Lydia Johnson

Lydia Floan

Eva Gregg

Effie Gillespie

March 21—Dinner, 7.00 P. M.

Business Women's Week Dinner.

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BUSINESS WOMEN'S WEEK RADIO SCHEDULE

DAY	DATE	TIME	STATION	SPEAKER
Sun.	Mar. 15th	6:00- 6:15 p.m.	KYA	Marion Morris
Mon.	Mar. 16th	10:00-10:06 a.m.	KGGC	Nan Lawrence
Mon.	Mar. 16th	5:00- 5:05 p.m.	KSFO	Sylvia Kempton
Tues.	Mar. 17th	1:15- 1:25 p.m.	KYA	Ednah M. Butler
Tues.	Mar. 17th	1:15- 1:20 p.m.	{KJBS KQW	Margaret Bell
Tues.	Mar. 17th	4:10- 4:15 p.m.	KFRC	Carolyn Nelson
Tues.	Mar. 17th	8:00- 8:15 p.m.	KPO	{An Interview between W. H. Adams, Mgr., State Chamber of Commerce, and Marion Morris
Wed.	Mar. 18th	5:00- 5:05 p.m.	KSFO	Naomi Hammond
Thurs.	Mar. 19th	1:15- 1:20 p.m.	{KJBS KQW	Lucile Caesar
Thurs.	Mar. 19th	5:00- 5:05 p.m.	KSFO	Genevieve Allen
Fri.	Mar. 20th	10:00-10:06 p.m.	KGGC	Mrs. Z. Tatarian
Fri.	Mar. 20th	1:15- 1:25 p.m.	KYA	Hulda McGinn
Fri.	Mar. 20th	6:15- 6:30 p.m.	KYA	Club Choral
Sat.	Mar. 21st	1:15- 1:20 p.m.	{KJBS KQW	Enaid Jones

Daily announcements of from 50 to 75 words will be made over all stations during the week preceding National Business Women's Week as well as during the week of March 15 to March 21.

Subjects to be discussed include "Effective Democracy," "The Part Taken by the San Francisco Club in Organizing the National Federation," "Public Relations and Business Women's Week," "International Relations," "Development of Human and Cultural Values," "Occupational and Professional Opportunities for Women," "Social Security," "Community Obligations," "What Women Want," "Pharmacy as a Profession for Women," "Advertising as a Career for Women," "Opportunities for Women in the Movies," "Women in Politics," "What Is Democracy?" and "Congressional Legislation for Women."

GENEVIEVE ALLEN, Radio Chairman.

The Business Woman

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Advertising Marie Jensen

OFFICERS

President Marion Morris
First Vice-President Amanda T. Heuermann
Second Vice-President Hazel J. Oppenheimer
Recording Secretary Gertrude D. Tubbs
Treasurer Rose A. Bezek
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CHAIRMAN OF STANDING COMMITTEES

House Florence Calderwood
Membership Pearl Smith
Program Clotilde Grunsky
Reception Minnie E. Korn
Publicity Grayce Dempsey

IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

BUSINESS WOMEN'S WEEK

Plans are being made for many activities for Business Women's Week, in which our club participates.

Among the many events will be a fashion show at the Emporium on March 17, at which time our Dr. Susan Hamilton will speak on *Posture*. This will be a very interesting affair and should be well attended. We do not have the exact hour of this at this writing, but announcements will be made at the club.

Plans have been made for many of our members to speak at the schools on the subject of vocations and careers in the business world.

The following stores will co-operate by displaying the very attractive posters which have been prepared: City of Paris, Hale Bros., Emporium, Roos Bros., H. Liebes & Co., Livingston Bros., I. Magnin, O'Connor, Moffatt & Co., White House, Joseph Magnin, Davis, Schonwasser & Co., and Pelicano-Rossi Floral Co.

On Saturday a dinner will be held at the Western Women's Club, at which time Gertrude Atherton will be the speaker. We will all want to hear this gifted woman, who has made an enviable place for herself in the writing profession.

Many of our members will speak on the radio during the week and this schedule appears on the first page of this issue.

MRS. ROOSEVELT SPEAKS

Mrs. Franklin D. Roosevelt will broadcast direct from the White House on March 18 for Business Women's Week. Her subject will be *Women's Responsibility for Making Democracy Effective*. She will be introduced by our National President and will be heard over KGO at 3:35 to 3:45 P. M.

CLUB NOTES

MARGERY SHAFFER

Did you all see the lovely wild currant branch in the club rooms last week? The whole lounge was permeated with their perfume and their pretty pink blossoms harmonized beautifully with our Chinese color scheme. Florence Calderwood kindly brought them from the country for our enjoyment.

Through a personal invitation from Dean Y. Bertha Dale recently talked to a class of twenty Stanford graduates. These young women, one of the finest groups Bertha has had the pleasure addressing, were anxious to formulate plans for their future in the business world, and who is better equipped to help them solve their problems than one selected? And we know Bertha left them with food for thought.

Last week we reported that Nettie Smith spent some time at her cabin in Contra Costa. Those who have been recipients of Nettie's hospitality at her country home know full well it should have been Corte Madera. Apologies, Nettie, for moving you to another county.

We are delighted to report that Rose Bezek and her brother have gone into the used car business. The location is 25 Polk Street, telephone HEMlock 3997. We wish both of them every success. Rose is well versed in automotive machinery so she will feel right at home.

Vacations have started. We hear that Margaret Brandt is away. Where? Well, we shall have to tell you that later.

Margaret Bell is having a wonderful trip and being at the purser's table is in the bright spot of the dining room. She was given a birthday surprise cake, presents and ever' thing. She says they are drunk to her health, even Mayor Rossi, who is aboard, but best of all is that she is not a year older. Margaret is a good sailor and is holding her own, but says "out of 200 passengers on board, only about thirty are able to sit up and take nourishment." She further says the S.S. *Coolidge* is just a palace and no matter what you want, ask and you shall receive. In closing, she says: "It would be great if I could go on and on, but they are planning big things in the Islands, so if I don't come back I'll write. Give my love and thanks to all of my girl friends."

The Western Athenaeum of San Francisco is holding a lecture and musical program Tuesday, March 31, 8:15 P. M., in the Gold Ball Room of the Fairmont Hotel. Our Thelma McGuire is on the Educational Committee of this group, so if you are interested in attending this meeting, see her for further details.

R. C. A.

Now cometh a lull! Theatre offerings deferred to future periods.

How's a little Sunday Gathering in Berkeley appeal? Business Women's Week to be ushered in by Berkeley Club, Sunday next, March 15th, at the City Club Building in Berkeley, by a Program Tea—and we're invited! Let's take a Key Boat at the ferry (better enjoy these little bay jaunts; ere long, they will be supplanted by speeds across the bridge) at 2:40. Meeting with our neighbor clubs, sipping a wee drop of o' tay! Gosh, looks like a jolly afternoon.

Key Boat, Ferry, at 2:40—I'll be lookin' for youse!

GERTRUDE D. TUBBS, Recreation Chairman

CIVIC SECTION

Dr. Frieda L. Kruse, who is chairman of the Health Committee, is arranging for us a series of six short lectures, which will precede the regular meetings of the section, and will begin at 7:00 sharp. These talks will be given by some of the most outstanding women physicians in San Francisco and will be intensely interesting and instructive. The first talk will be given by Dr. Dorothy Atkinson, internist, and her subject will be *Glands of Internal Secretion and Internal Medicine*. Remember the date and time of the first meeting, March 23, 1936, at 7:00 sharp.

Dr. Kruse has arranged for the following speakers on subsequent dates:

April 6—Dr. Alice Maxwell, specialist in women's diseases, will speak on *Diseases of Women in Middle Life*.

April 27—Dr. Edith Stoker, specialist in ear, eye, nose, and throat, will speak on *Upper Respiratory System*.

May 4—Dr. Frances Baker, specialist on orthopedics, will talk on *Body Mechanics in Relation to Disease*.

Other dates and topics will be announced later.

Following the talk by Dr. Atkinson, the International Relations Committee, of which Polly Hatch is chairman, will present their first program. The name of the speaker and the subject will be published later. Watch THE BUSINESS WOMAN for this announcement. They have a real treat in store for you.

EDNAH M. BUTLER, Chairman.

OPEN HOUSE

What a splendid gathering Thursday night to welcome our new hostess, Minnie Korn, and her committee! Home-made cookies given by Lydia Rodgers, cakes by Hazel Oppenheim and the "piece de resistance," a beautiful teapot given by Belle Banz. Our champion tea brewer, Allene Schuerbrock, was on hand to instruct the new hostesses on the art of making tea. Miss Morley, our fellow member from the Santa Ana Club, also paid us a visit.

Had an unusually large attendance in the Choral to greet our new chairman, Phoebe Wramp. Please help us get new voices to join this section as it is lots of fun and really instructive, too.

During National Business Week the Dramatic Section will present a skit which will be very instructive on what not to do when looking for a position and promises to be real interesting.

Ask Anita Meyer what lovely things some new members are saying about Thursday nights. Let's all try to come more often.

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Fern McGrath is as busy as ever, but incidentally is not too busy to move. Her new address is 1360 O'Farrell Street, Apt. 104. Telephone is the same.

Charlotte MacCuaig, we are happy to report, is back in San Francisco, we hope for good this time. She has always been active in the club and is always a good tonic. Her address here is 816 Taraval Street, Apt. 201, c/o F. L. Jackson. Telephone MONTrose 4406.

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INVITATIONS

The Business and Professional Women's Club of Stockton invites us to its "Past Presidents' Night," April 4, 1936, at Hotel Clark, Stockton. Dinner, \$1.25 per plate. A gala "Night in Havana" with laughs and fun for all.

If you can stay over Sunday, the Clark offers attractive rates and entertainment for all tastes. Reservations with Mrs. Burlingame.

The Business and Professional Women's Club of Berkeley invites us to a program tea, Sunday, March 15, from 3 to 5, at the City Club Building, 2315 Durant Avenue, Berkeley.

ART MUSEUM

We call attention to the announcement on the bulletin board regarding the San Francisco Museum of Art. Many attractions are offered here, including courses in art, lectures and conducted tours for parties of fifteen or more through the building. This museum is located in the War Memorial Building at the Civic Center, which makes it quite accessible for all of us.

PARLIAMENTARY LAW

Are you aspiring to be a president? If so, you should know the rules and regulations required to conduct such an office.

We are getting ready to give you an opportunity to study parliamentary law, and our own national parliamentarian, Mrs. Beele Loewenstein, is to conduct the class. Let us know if you are interested and further detail will follow.

LILLIAN ELIAS, Chairman.

THE COPELAND BILL

At the request of the Civic Section, the club will be asked at the April business meeting to vote on the subject of endorsing the Copeland Senate Bill No. 5, on Pure Food and Drugs, now before Congress. This matter was at first scheduled for the March program dinner, but is being changed to the business meeting in order that time may be given for full discussion before vote is taken.

It is the desire of the Civic Section that the club endorse this bill, and the members are therefore urged to inform themselves about the matter, in order to vote intelligently at the meeting of April 6.

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REGIONAL CONFERENCE

We have advance notice from Maude Dimmie, regional director of the Fourth Western Region Conference to be held at Lake Tahoe, June 21, 22 and 23.

This conference covers the seven states of California, Idaho, Montana, Nevada, Oregon, Utah, and Washington, with Nevada as the hostess state.

This would be a grand place to spend a part of your vacation. Rates at Tahoe Tavern for the three days are \$16.75, American plan, and this is far below the regular rates. Plan now for the Regional Conference and make your reservations early.

RUSSIA FROM THE INSIDE

Speaker—Mrs. Arthur Powell Davis.

Subject—Living in Russia.

Time—Dinner meeting, Tuesday, March 17, 6:15 p.m.
Place—Ball Room, Western Women's Building.

We have heard glowing accounts of the Russian experiment from believers in communism and equally positive and contradictory reports from visitors less sympathetic. Mrs. Davis, who, as the wife of Arthur Powell Davis, eminent engineer, former head of the U. S. Reclamation Service and later adviser to the Russian government on irrigation, lived in Russia for two years, had unusual opportunities to see the inside of both domestic and bureaucratic life. She is a thoroughly sane observer and a delightful speaker and will report to us on what living in Russia means from the standpoint of one who has an American background.

Mrs. Herbert Hoover, who was asked to be guest of honor during Business Women's Week, writes: "I would very much enjoy being with you on the occasion, but I expect to be in New York on the date attending a Girl Scout Board meeting. However, I will hope to meet the members of your club at some future date."

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 13

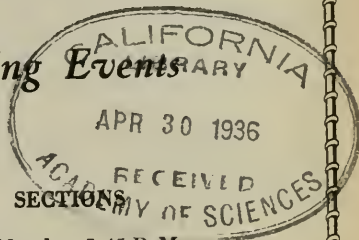
MARCH 21, 1936

No. 12

Weekly Program



Coming Events



March 21—Dinner, 7:00 P. M.
Business Women's Week.

March 23—Civic Section, 7:30 P. M.

March 24—Dramatic Section, 7:30 P. M.

March 26—Choral Section, 6:45 P. M.

March 26—Thursday Open House, 8 P. M.

Hostesses

Lucille C. Caesar

Edith B. Lovell	Esther Bowles
Ingeborg Ferm	Helen L. Mielke
Marie Wilkening	Josephine Clark

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

PARLIAMENTARY LAW

The course of lectures on Parliamentary Law will commence on Wednesday evening, April 1, from 30 to 8 o'clock, under the leadership of our own national Parliamentarian, Mrs. Belle Loewenstein. The fee is very nominal, only \$2.00 for the six lectures. If you want to know how to conduct a meeting and what the rules are to follow, this is a good opportunity to learn. Enter your name now. L. E.

DANCING SECTION

Our dancing class is making splendid progress under the leadership of Sylvia Hanson. We are working on very definite plans for the future, and it is very important that our members attend the classes as often as possible.

We are very pleased to announce that Dr. Rae Morrow graciously accepted the office of secretary. The next class will be held on Tuesday evening, March 31, 7:30 sharp, in the club rooms.

ELSIE FEAR, Chairman.

AN EVENT SUPREME—DINNER, MARCH 21

A feast for the senses, all five of them, and fit for the super woman of any place.

Permit us to offer the menu:

HEARING: California's own, and internationally renowned author, GERTRUDE ATHERTON, who will, in her inimitable style, *Compare the Modern Business Woman with the Super Woman of Ancient Greece*—a rare treat, indeed; the dulcet tones of music skillfully brought forth from stringed instruments by enthusiastic artists; the agreeable and welcome sound of familiar voices and the buzz of happy conversation.

SIGHT: The handsome, spacious dining room of the Western Women's Building decked in gorgeous blossoms of spring; the players, Rose Besek, Anita Mayer, Belle McDonald, and Rae Morrow, who will ably present *The Doctor*, a laughter-evoking comedy (more food for the ears); the smiling faces of lovely women dressed in their pretty best.

TASTE: Delicious viands prepared and served as this well-known Club House understands so expertly how to do.

SMELL: The ozone from a myriad of odor-laden flowers, and the aromatic, appetizing savor of tasty food.

TOUCH: Hands grasped in the warmth of cordial friendliness.

Come, let us enjoy this feast to the full, and fittingly celebrate two momentous occasions—the finish of a successful National Business Women's Week and the first day of spring.

Be sure to make your reservations with Mrs. Irma Burlingame or you may be disappointed.

CHARLOTTE F. MCCLELLAND, Dinner Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
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Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

EditorNancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

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Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grayce Dempsey

IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CHORAL

The Choral Section under the chairmanship of Mrs. Phoebe Wramp is getting under way for an active year. Several new programs are in the making. Our first program will be on the air for Business Women's Week, on Friday evening, March 20, over KYA, from 6:15 to 6:30. Listen in and you can have music with your dinner. Isn't there some one who reads this who would like to join the Choral Section?

This section is preparing a concert to be given on Easter Sunday from 8 to 9 P. M., at the club rooms. Plan to hear it.

L. E.

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CLUB NOTES

MARGERY SHAFFER

The opening radio talk, celebrating National Business Women's Week, entitled *The Part Taken in the San Francisco Club in Organizing the National Federation*, was beautifully written by Z. Clemen and broadcast by President Marion Morris, over KYA on March 15. We hope you all had an opportunity to hear this interesting résumé.

At a luncheon recently given by the Women's Safety League at the Woman's City Club, Sylvie Kempton as speaker talked on *The Safeguarding of Modern Commercial Canning*.

There is considerable interest being shown in the subjects chosen by Dr. Frieda Kruse, as chairman of the Health Committee. From all accounts, the Civic Section will be well attended, as each topic of vital interest.

Florence M. Calderwood was guest of honor when members of the Credit Women's Breakfast Club had John W. Gates of the Massachusetts Life Insurance Company address their assembly recently at the Women's City Club.

At a recent program and tea held at the Japanese Center of the Y. W. C. A., Margaret Girdner as chairman of the membership committee, presided.

The recent Fashion Show at the Western Women's Club displayed on their mannequins the smartest gowns, suits, hats, and sport togs. Among the models of this event was Dr. Adah Ruth Taylor. Following the parade of modes, a dramatic comedy skit with scenes in a gown shop was given under the direction of Eva Smith Hackett.

For the past three months, Mae B. Wilkin has been in Hollywood, Florida, but she is happy to be returning to West Virginia. Missing her many friends in California, she sends greetings to her fellow club members.

Glenn and Gada, nice and comfy in their home in Carmel, often reminisce and their thoughts of old friends by the Golden Gate are happy memories. They send best wishes to their many friends in the club.

Susan E. McGill is enjoying the beauties of Yosemite and, in sending her love to her many friends in the club, says she is very happy in her new world there. Many thanks, Susan, from all of us.

OPEN HOUSE

And again—another evening at home was enjoyed by many of our club members and friends—over forty of them! We were very happy to have Lorraine Graves bring her two guests, Mrs. R. Siple and Miss Anita Sanguinetti from Lansing, Michigan. Los Angeles sent us a visitor also, Mrs. Wheatly, a guest of Hazel Oppenheimer. Miss Choiser, who is transferring from Chico, was with us for the first time, bringing with her a sister from Red Bluff. Isn't it a joy to know that our members feel so confident to bring their friends to meet us?

Our charming hostess, Minnie Korn, threatened to have pink tea and green cookies. She kept that promise well. And the committee was a most congenial one (and so grateful for being relieved of dishes). And what that committee is plotting for you next time! Yum, yum-m-m!

By the way, we omitted in our notes last week that the delicious cheese popcorn was furnished by Charlotte McClelland. Please forget the error, Charlotte, and know that we enjoyed the treat.

Do not fail to come out next week. A very interesting program has been planned.

OUR HONORARY PRESIDENT

Lillian Palmer was guest speaker Friday morning, March 13, over the *Call-Bulletin's* series, *As Woman*, broadcast weekly over station KPO.

Mrs. Roosevelt launched the celebration of Business Women's Week over the radio in the White House, leaders in the National Federation carried on across the continent, and to our beloved honorary president fell the initial event in San Francisco's share in the nation-wide celebration.

"In Lillian MacNeill Palmer," said Edith Bristol in her introduction, "we have a woman who receives honor and deference from all women who are today following their specialized avenues of business and the professions, for Miss Palmer, who is devoted enough to the cause of women in business to get up five o'clock this morning to leave her charming home in Los Gatos to come here to our radio, belongs to the group of pioneers in the field of organized business women. She looks back at the scene from a vantage point of retirement down the vista of her useful years!"

Lillian Palmer is the third of our speakers to be heard over Mrs. Bristol's radio programs in the last three months. Charl Williams was the first, early in December; Carolyn Weber spoke January 31, and our president, Marion Morris, is to be a guest on this series as soon as her court duties permit.

V. Y.

CIVIC SECTION

There will be two lectures on Monday, March 23, 1936.

The first lecture in the series of short health talks, which Dr. Friedla L. Kruse, chairman of the Health Committee, is arranging for us, will be given in the club rooms on Monday evening, March 23, at 7:00 sharp. Dr. Dorothy Atkinson, internist, will talk to us on *Glands of Internal Secretion and Internal Medicine*. Dr. Atkinson is one of the most outstanding members of her profession, and we are very fortunate in having the privilege of hearing her lecture on this interesting subject. Remember, 7:00 sharp.

Following the talk by Dr. Atkinson, the International Relations Committee, of which Polly Hatch is chairman, will present their first program. Mrs. Alfred McLaughlin, who is an authority on conditions in the Far East, will talk to us on *The Japanese Situation*, which is one of the most vital questions today. Mrs. McLaughlin is a director of the Public Education Society, a past president of the San Francisco Center of the League of Women Voters, and vice-president of the Bay Region group of the Institute of Pacific Relations. She is very active in public education work in the city and in the State, and is famous for her lectures on international affairs. This lecture will begin at 7:30 sharp.

The members of several other clubs will be invited to attend these lectures, so let every member consider herself a hostess on this occasion, so that our guests may carry away with them the thought that we are a very friendly club.

EDNAH M. BUTLER, Chairman.

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R. C. A.

Oh ye sisters, as missed that Program Tea ushering in Business Women's Week, read this and weep! Berkeley *knows how!* Original covered wagon program—nice souvenirs! Estelle Nace, President, warmly welcomed the group and Bay District President Florence came right back with peppy-ist of salutations from our gals in all the district clubs. A good-looking, bronzed male sang glorious dramatic numbers—whoo, he had sax-appeal. The spirit of youth—a lassie from Marvelous Marin—gave all too few interpretative dances. Program seekers take notice, Madelynn Greene is a prize—she will come to us upon invitation. The author reviewed *Snow Covered Wagons* and we had a thrilling half hour with that historic Donner Party. We Tea-d—oh, goodie goods! An afternoon to recall often and oft. My eighteen all "raved" their pleasure and appreciation to that most hospitable of clubs—Berkeley!

And then—eleven of us *came to town* and celebrated Mary Blakemore's Birthday—she's a St. Patrick's Baby! A jolly dinner at a gay nightery!

Ah—Splish and splash and flounder! In the plunge of the Western Women's Club, Tuesday Night, the 24th, about 5:45 to 6—meet me there. I've been hearing about folks as wants ter-swim, thusly I promote a Splash Party. Gather at the pool, downstairs; I'll be right on the Yob! We can paddle and swim; then either eat upstairs or at the Y. across the street, and by Dramatic Hour at 7:30—you'll be full of wim and vigor. Price 50c a swim—if I gather ten—a reduction.

Sunday—March 29th—save it; we are to have a Sunday at Belvedere.

GERTRUDE D. TUBBS, Recreation Chairman.

OUR TRAVELERS

Margaret Bell returned from her trip to the Islands in plenty of time to check her lieutenants and, as chairman of National Business Women's Week, set the wheels in motion to a most satisfactory conclusion, keeping some activity moving all through the week.

In anticipation of the nationwide celebration of National Business Women's Week, Bertha Dale went to Vallejo to address the Woman's Club there on another subject, but she took this opportunity to tell them something of our aims and activities.

Hazel Oppenheimer and family spent a delightful week-end in Sacramento. She says they found the climate superb and the camellias a picture of natural beauty.

Josephine Hogan, of Stockton, has been in town for a few days for a visit with her friends.

Judge Theresa Meikle is guest of honor and speaker at Richmond this (Friday) evening at 6:45, bearing greetings from the San Francisco Club.

Leaving San Francisco February 14, Juliet Smith has had a Panama jaunt, returning here March 11. It was her first trip there, so she will have much of interest to relate.

Another member contemplating a second visit to Panama is Shirley Radke. She is looking forward to a very enjoyable time while there, with old friends who have planned all sorts of trips through the Republic for her pleasure. Shirley sails March 28 and will be away about a month.

DRAMATIC NOTES

On March 10, it was gratifying to note the continued interest in this section as shown by the splendid attendance at our first meeting of the new year.

The next meeting, March 24, will be devoted to the reading of current plays, and we want you to come and enjoy the evening with us and linger awhile afterward. The lesson sheets for Mrs. Hackett's next class will be ready for you at that time.

Next meeting, March 24, 7:30 sharp.

ELSIE FEAR, Chairman.

EFFIE GILLESPIE, Secretary

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Did you notice last week that Thelma McGuire has moved to 212 Stockton Street. She has an attractive new plant there fully equipped to take care of your eyes. Give her a call.

The Associated Health Clubs tell us in this issue of their facilities to make a contribution to our health and well being. Many of our members are already taking advantage of their service and finding it very beneficial.

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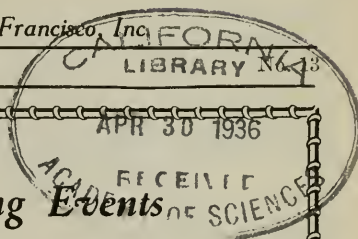
SPECIAL COLLECTIONS

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

13

MARCH 28, 1936



Weekly Program



Coming Events

March 31—Dancing Section, 7:30 P. M.

April 1—Parliamentary Law Class,
6:30 P. M.

April 2—Choral Section, 6:45 P. M.

April 2—Thursday Open House, 8 P. M.

Hostesses

Anna G. Reidy

Rose O'Brien

Irene M. Sheehan

Lena O'Connor

Barbara Green

Bertha M. Pierce

Sara Rosenberg

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

CHORAL SECTION

The Choral Section is preparing for a second appearance—you will remember we already were *the air*—and this appearance is to be in the form of an Easter concert, to be given in our club rooms Easter Sunday evening from 8 to 9 o'clock. The motive of doing something has brought out an unusual attendance in this section and we hope it will continue. Our Easter concert is for you and your friends, so be sure to come and bring them along. Madame Mackay and Mrs. Wramp are putting in a great deal of work and effort to make our concert an outstanding one. Come to the concert. I'll enjoy it. L. E.

PARLIAMENTARY LAW

Some day you may be a vice-president or even a president and vice-president and, in the absence of either preceding you, it may be your duty to conduct the meeting. If so, you surely would want to be prepared as to the method of procedure. This knowledge can be yours by taking the course of lectures to be given by Mrs. Belle Loewenstein, commencing April 1, from 6:30 to 8 o'clock, and to continue for consecutive Wednesday evenings. The fee for the entire course is \$2.00. Enter your name today.

LILIAN ELIAS, Chairman.

R. C. A.

Sunday, the 29th, let's say the 10:45 Sausalito Ferry, foot of Market Street. Sailing o'er the seas, we embark, enter a big bus at Sausalito and go whizzing around to the little town of Tiburon, or further, to Belvedere. I suggest a ramble around the other side of Tiburon, although the flowers beckon from Belvedere. We can vote the route. The walk will be easy and scenic; no more country club, it is extinct. There's a nice eatery, however, in Tiburon for fifty c's.

A good time to be had by all.

Easter Sunday, we are to gather and dine at Fairfax, al fresco, if the weather be with us.

GERTRUDE D. TUBBS, Recreation Chairman.

APRIL FOOL'S PARTY

Thursday evening open house, April Fool's party, but you will not be fooled, for with us we will have the Great Chavaud from Gay Paree and Ralston, the card shark, from Monte Carlo.

Come with dresses fastened front side back.

Bridge scores higher than ever before. You cannot afford to miss this world-famous fetsome and jetsome.

Everybody this way, Thursday evening, April 2.

Card Party—Palace Hotel—April 16

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
 Subscription rate.....\$1.00 per year
 Single copies......05

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EditorNancy Foster
 2299 Sacramento Street
 Associate Editor.....Betty Walton
 Contributing Editor.....Edith C. Floyd
 Club Reporter.....Margery Shaffer
 Accounting.....Ruth P. Shaw
 Advertising.....Marie Jensen

OFFICERS

President.....Marion Morris
 First Vice-President.....Amanda T. Heuermann
 Second Vice-President.....Hazel J. Oppenheimer
 Recording Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
 Auditor.....Reta W. Marshall
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House.....Florence Calderwood
 Membership.....Pearl Smith
 Program.....Clotilde Grunsky
 Reception.....Minnie E. Korn
 Publicity.....Grayce Dempsey

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

OPEN HOUSE

Our last Thursday night was a gala affair, with a large attendance to celebrate National Business Week, cards and anagrams being played by those so inclined.

Later in the evening, through the courtesy of the Emporium, we were entertained by a fashion show. Mr. Alex, from London and Paris, showed us the various modes of hairdressing for the business woman; and Miss Jordan, from Paris and New York, as sales promoter of the advertising department illustrated how the modern business woman can vary her wardrobe by the use of accessories carrying throughout the color scheme of the dress.

Our own members served as models. Lucille Caesar was dressed in the typical office costume; Lorraine Graves in the formal office costume; and Polly Hatch in the afternoon or evening costume.

Members of the Dramatic Section gave us a snappy skit on how *not* to act when applying for a position, with Rudy carrying off the honor of being accepted as the new office help.

Tea was then served, with delicious cakes donated by our chairman of the evening, Hazel Ramon.

We were glad to welcome Mrs. Estcourt and Miss Edith Bristol and we hope that they will honor us again.

Y. W. C. A. CAFETERIA

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CLUB NOTES

MARGERY SHAFFER

We are glad to report that our president, Marion Morris, has recovered from an attack of the "flu". We had looked forward to a broadcast interview between Marion and W. H. Adams, manager of the State Chamber of Commerce, but at the last moment a nationwide hookup for a talk by Al Smith was made, so KPO has generously offered to give us the pleasure of hearing this appointed interview at a later date.

Knowing how expert Johanna Heim is in her chosen hobby of photography, it is a pleasure to report that recently one of her photos won her a prize of \$15. We extend heartiest congratulations.

Ora Demick's husband has been very ill with pneumonia, but we are glad to report he is on the road to recovery and trust our good wishes will aid in his recuperation.

May Barr Long has been ill, but recently has been going down to her office a few hours each day. Best wishes, May, and we are looking forward to seeing you with us soon.

Carolyn Weber, our State president, came up from Los Angeles during National Business Women's Week and attended our closing banquet Saturday night, introducing our guest speaker, Mrs. Gertrude Atherton.

Congratulations to one of our newer members, Gladys Sorenson, who recently displayed her diamond engagement ring. The lucky man, a Fresno doctor, is taking this young woman with the long golden tresses away from our midst. So all we can do about it is to wish them every happiness for many years to come.

Our Guest Book has been wearing the same leather cover since its advent into the Club in April, 1928. It was looking so very worn and shabby after many years of service, but you ought to take a peek at it now in its lovely new leather binding.

Sylvia Kempton recently talked on *The Safeguarding of Modern Commercial Canning and has been asked to talk along this same line to the County Federation of Women's Clubs.*

Lillie Webster is having a nice rest and enjoying the beauties surrounding Palm Springs. She is at the Hotel del Tahquitz. Best wishes, Lillie, from your friends in the club.

Mary Crookston is a proud grandmother. Her son living in Los Angeles telephoned her that a baby boy arrived at their house March 16. Mary was so excited, and so was the father, that the usual questions asked at such a time were overlooked. Congratulations to grandmother and the parents of this little bundle of love.

Violet Neuenburg and her good husband recently celebrated their twentieth wedding anniversary. Several parties were given in honor of this event and 107 of their Sierra Club friends tendered a surprise dinner to this popular couple. Heartiest congratulations for a still longer happy married life.

Judge Theresa Meikle addressed the Sequoia Club on Thursday night of this week. This member of our club becomes more and more in demand as a speaker and we are sure the many organizations are enriched by their contacts with her.

Dr. Josephine Frisbie has just returned from a week's visit at Tucson.

Mrs. Melissa de Vries van Doesburgh recently enjoyed a visit with friends in Los Angeles and Riverside.

Our hearts were saddened to learn of the death March 6 of Marie Shea Tessier, niece of Mary ari. Our sympathies are extended to Mary and family in this hour of sorrow.

ADVENT OF SPRING

Those who joined the happy throng to celebrate finis of another successful National Business men's Week, as well as the first day of spring, all five senses appeared and were compelled to ing into play that rarely used sixth sense, the use of appreciation, for the privilege of being one this fine group of National and International men.

The beautiful, spacious dining room of the West- Women's Club was like a spring garden, filled with smiling faces of lovely women, from far and r, in their prettiest frocks. The delightful music delicious dinner which followed put one in a py mood for anything which might happen—and aty did—with our gracious State President, Caro- Weber presiding.

Came the laughter-evoking *Doctor*, played so elev- y by Rose Bezek, Anita Mayer, Belle McDonald, Rae Morrow. We were relieved to learn the use of the strange actions of the young man (nita); surely the mother of the *Quints* did not through greater travail than did this young hus- d on the occasion of the birth of his first-born

Then, the treat of the evening, a look backward h California's own renowned author, Gertrude erton, who took us with her for thrilling adven- es with the Super Women who dominated social of ancient Greece, Rome, and Egypt. We were ranced as we traveled through the golden eras of h, and were confronted with the question: would go back to those days if we could? We believe, h Mrs. Atherton, that what our *intermediate* e women of today desire most is the Utopia re men and women, forgetful of sex, unite for armonious whole, content to make their distinct tributions to society and create a better world business women and men. If our sixty thousand membership could clear their vision, and work a aggressiveness and determination toward this l, what is going to stop them? Let's break our ow ground and begin this spring.

REGIONAL CONFERENCE

We are asked to keep before you the dates of the uth Western Regional Conference to be held at ce Tahoe, June 21, 22, and 23. The rate for the ee-day period at lovely Tahoe Tavern is only .75 (and this includes meals, too). What a nce to spend a few days' vacation and at the e time revel in the fine program which will be ught by the Nevada Federation. We hope a aber of our members will take advantage of this ortunity to enjoy a good time, as well as meet mingle with members of our sister clubs from s and six other western states.

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CASTLEWOOD

Country Club the scene of Public Relations Dinner with Livermore Club, mine host. A romantic, reminiscent picture: Nice looking women, a scattering of men, meandering along the corridors and through the vast rooms of the once famous Hearst Hacienda. Livermore group is so easy to know, we were in the bosom of the family pronto. The president, Mildred Lovell (sister of our Edith), is a pal. From our town came five and we were distributed amongst new faces, and how we chattered of our contacts as we traveled homeward! Margaret was partner to a minister—was she demure!

Songs, introductions, greetings from Florence, a short talk by Carolyn, our State Leader, who graciously gave way to Judge Sylvester McAtee, to present the subject, *Effective Democracy*, upon which topic she, too, is so well informed. The Judge gave a stirring discourse and much for us to digest. The entire evening was priceless. Mary Mooney motored Emma Maland, Rae Morrow, Margaret Torreyson, and Gurty.

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IN RUSSIA WITH MRS. POWELL

Our new program chairman, Clotilde Grunsky, declared herself as being prepared to have some one of our members give a brief talk each meeting on one of the activities that are interesting women these days. Therefore for our first program of the year, Miss Esther Phillips gave us a very enlightening talk about the result of the survey which has been made by the League of Women Voters regarding the rights of the home worker.

The Russians say that one must live among them for two years to really know them. Mrs. Arthur Powell Davis, wife of an engineer, spent that length of time there and her experiences as she told them to us briefly were most interesting. It was a pathetic aspect she showed us of these people who, suppressed so long, are bewildered by this false freedom which has been forced upon them.

She told us of the conditions under which they live and work with the shadow of government espionage forever over them. She told of the ideals torn down, the comfort of religion denied, culture belittled, and art destroyed. While the young people of the peasant class are now the ones who receive all the advantages of as much education as the government permits, it will be through them that the present government will eventually be destroyed when the realization comes that they have been deceived. Even now, were the gates opened, many, many Russians would rush out, not to teach communism, but to flee from it. Communism and the Russian Plan hold nothing for Americans, she said, whether one has a job or not.

And the picture that Mrs. Davis drew of that misguided and unfortunate country must have made each one of us who heard her hold closer to our hearts our own country and its ideals, which leave us free for the pursuit of life, liberty and happiness.

CHANGE OF ADDRESS

Knight, Mary M.

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U. S. Government

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Piedmont 4992-J
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Maxwell, Elizabeth (Miss)

125 Nineteenth Ave.—BAyview 9715
Attorney at Law
Crocker Building—GARfield 6776

Rowe, Edna Ayers (Mrs.)

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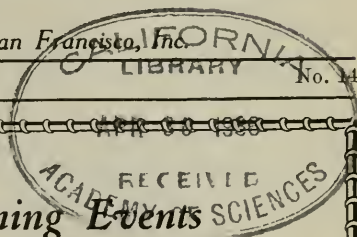
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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

13

APRIL 4, 1936



Weekly Program



Coming Events

April 6—Civic Section, 7:30 P. M.
Health Lecture, 7:00 P. M.

April 7—Dinner, 6:15 P. M.
Western Women's Building
Business Meeting.

April 8—Parliamentary Law Class, 6:30 P. M.

April 9—Choral Section, 6:45 P. M.

April 9—Thursday Open House, 8 P. M.

Hostesses

Margery Ethelle Shaffer

Irene M. Bock

Gladys Elmore

Lucy Thompson

Flora Shaw

Alice M. Jones

Lorraine F. Graves

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ANNUAL CARD PARTY

April Sixteenth

Spring is here with all its sunshine and its flowers and here is the event you have been waiting for—ANNUAL CARD PARTY.

At the Palace Hotel, April SIXTEENTH—75¢ a ticket (or \$3.00 a table, and it is such a nice way to pay your social debts).

Brush up your rules, bring your own cards, your check if you can, and as many friends as you like.

If you haven't been asked to buy a ticket, don't let it; let Pearl Parr know. She doesn't want you to miss it—and you don't want to either.

Elsie Fear has made a liberal donation, so we are assured of at least one door prize. There may be any more.

PARLIAMENTARY LAW

During Miss Torreyson's year as president, she organized what is known as the Presidents' Council. This council embodies 21 other organizations, who have business meetings similar to our own. All of these units have been written to and informed of the Parliamentary Law class which we have formed, and we have received several enthusiastic responses to our letter from these clubs. The course of lectures has already commenced, but it is not too late for you to come in. We will see that you get the full benefit of all six classes. Come next Wednesday evening at 6:30. Mrs. Belle Loewenstein is conducting these lessons, and they will be in session every Wednesday evening for five weeks. Mark April 8, and get the full benefit.

L. E.

ONE-ACT PLAY CONTEST

The Dramatic Section and the Program Committee are offering a prize for the best one-act play written by a member of the club. The prize will be awarded and the play produced at the summer jinks program in July. In order to allow time for rehearsal, all entries must be in the hands of the judges by May 1. Further details will be announced later, but this is all you need to know now to start writing. The section hopes to secure more than one play worthy of being produced, either at the jinks or its regular autumn production. Get busy.

CHORAL

Tweet! Tweet! The Choral is singing for spring! Easter is almost here and we are going to give you an hour of music and singing on Easter Sunday evening from 8 to 9 o'clock. Madame MacKay and Mrs. Phoebe Wramp are doing their utmost to make this an outstanding event for the Choral. It is for your entertainment and we want you to come and bring your friends. April 12 is the date, from 8 to 9 o'clock in the evening.

L. E.

Don't Miss the Card Party—Palace Hotel—April 16

APR - 3 1936

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Second Vice-President..... Hazel J. Oppenheimer
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Treasurer..... Rose A. Bezek
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House Florence Calderwood
Membership Pearl Smith
Program Clotilde Grunsky
Reception..... Minnie E. Korn
Publicity..... Grayce Dempsey

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Choral..... Phoebe A. Wramp
Civic..... Ednah M. Butler
Dinner Hostess..... Jean E. Kerrison
Dramatic..... Elsie P. Fear
Education..... Clotilde Grunsky
Finance..... Amanda T. Heuermann
Health..... Dr. Frieda Kruse
International Relations..... Polly R. Hatch
Legislation..... Zella R. Kimball
Magazine..... Zilpha Estcourt
Public Relations..... Ednah Butler
Radio..... Genevieve Allen
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Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ATTENTION, MEMBERS

In accordance with Article XVI, Section 1, of By-Laws of the San Francisco Business and Professional Women's Club, the following resolution will be presented to the membership for action at regular business meeting to be held on April 7, 1919:

"WHEREAS, there is now pending before the Committee on Commerce a certain bill known as 'Copeland Senate Bill No. 5,' which bill proposes to strengthen and extend the Federal Food and Drug Act as amended and which bill is to prevent manufacture, shipment and sale of adulterated misbranded food, drink, drugs and cosmetics and regulate traffic therein; to prevent the false advertisement of food, drink, drugs and cosmetics; and

"WHEREAS, the members of the Business and Professional Women's Club of San Francisco believe that the passage of this bill will benefit the people of the United States; now, therefore, be it

"Resolved, That the Business and Professional Women's Club of San Francisco, Inc., hereby endorse the Pure Food and Drug Act known as 'Copeland Senate Bill No. 5'; and be it further

"Resolved, That the President of said Club authorized to write to Congresswoman Florence Kahn and Congressman Richard Welch, advising them of the action of the San Francisco Club and urging that they do all in their power to obtain the passage of said bill and that a copy of this resolution be forwarded to said Congresswoman Florence Kahn and Congressman Richard Welch at Washington, D. C."

EDNAH M. BUTLER, Chairman, Civic Section

CLUB NOTES

MARGERY SHAFFER

Best wishes for a successful Club Year, come from Winifred Kerr. In extending greetings to her many club friends, Winifred says: "THE BUSINESS WOMAN is still a welcome weekly caller, and the write-ups of various club activities are always interesting." We send kind thoughts and hope some day she will be back to enjoy our newer members also.

Ora Demick's office address is now 360 Pine Street. Aleen Purdy of Los Angeles and Elsie Corda Brown of Tulare, both members of the B. P. W. their home cities, were welcome visitors last week. They were both here to take their Cosmetology Board exams, and we are glad they found time to come up and get acquainted.

Cathryn MacLean has a new home address, 1911 Street, Sacramento.

Nettie Smith had a delightful trip with friends last week. They drove up to Lake County, where the scenery is at its best at this time of year.

Another traveler to Lake County over the weekend was Mabel Clay. On this enjoyable drive, in her new car, Mabel took her mother, Ida Lord, and Margaret Brandt.

Our president, Marion Morris, held the interview which was scheduled for Business Women's Week over KGO, at 7 P. M., the 26th. The radio station have been most gracious to us and KGO will give us time for a talk in April by Marion. Watch your BUSINESS WOMAN for the date and time to tune in.

In the East the advent of April means showers and winter skidoo! Blanche Newton is preparing to celebrate spring by having her car fixed so she can do some driving. No fun skidding around in the snow and ice and having frozen radiators, so Blanche retired Peter to the garage pro tem. Do you suppose she will overlook putting a B. P. W. windshield

THE GOLDEN PHEASANT

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RESTAURANT

ker on her ear? Let's hope not. Greetings to neche from club friends, and of course this in-les Jeanne, too.

Emilie Schultz has a new home address, 3549 Sev-enth Street, Apt. 4.

We just heard that Pearl Parr's sister, whom ay of us have had the pleasure of meeting, was denly taken ill. We could not get any details at moment, but all hope it proves to be nothing too ming. Best wishes for a speedy recovery.

We are always delighted to hear from old mem-s of the club, and to know they are with us in it although it is not always possible to be with n person.

Dr. Gertrude Spriggs sends regards to all of us her best wishes always for the club and new ers. We extend our thanks and best wishes to trude.

A very charming reception chairman at the dental vention in June will be our own Dr. Josephine sbie, who has been appointed to that delightful t.

Margaret Bell wishes to thank all those who so dly co-operated and assisted in making Business men's Week a success. Only the united effort of e could have accomplished the many things that e consummated during that momentous week. Margaret has been quite ill, and we all hope that she uch improved by this time.

THURSDAY NIGHT, MARCH 26

Another Thursday night rolled around with the al games of bridge, anagrams, and monopoly un-I decided to do something different, so I nicely pped the cookies all over the floor and just as ely broke three plates. Of course I hadn't planned t this kind of excitement, but our kind hostess, anie Korn, assured me that everything was all ht and that I did indeed do something quite dif-ent; in fact, she couldn't remember when any- ing like it happened before. This all came about ause I wanted to do something different; after s I am not even going to think of the word *dif-ent*; if I do, I'm afraid it will spell my ruin. We had quite a crowd and a steady increase with e arrivals. Ora Demick and Olive Chauvaud came t in time for a taste of tea and cake and then de a dash for their boat to Marin County. A real 'prise was the arrival of Maude McLaughlin. We a't see Maude very often these days and were d to welcome her.

Tea was served with delicious pound cake and kies donated by Belle Banz, who never forgets e Thursday nights. I'm afraid if we don't see s thoughtful lady down here some Thursday night, 'll form a conspiracy, and whoops, she'll be here, ause we would like to thank her in person. Mar-ret Bell had a slight cold. We missed her grand ile and chatter.

Hope everyone plans to come next Thursday, as our tess, Minnie Korn, is planning on a real party th lots of fun. Till then. LUCILLE CAESAR.

LUCKY MOTHER

Mrs. Ellen M. Dixon, mother of our club re-ter, Margery, and herself almost a member of e club since she is so well known and beloved y of us, sailed from Mobile, Alabama, on March 31 r England. She has been visiting her daughter in Mobile for the past several months and upon her turn from England will again make her home with argery. We wish her bon voyage and will all be terested to hear of her adventure when she comes ack.

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CIVIC SECTION

On Monday, April 6, 1936, we will again have two lectures.

The second lecture in the series of short health talks which Dr. Frieda L. Kruse, chairman of the Health Committee, is arranging for us, will be given at 7:00 sharp.

Dr. Alice Maxwell, specialist in women's diseases, will speak on *Diseases of Women in Middle Life*. She is one of the most eminent physicians in San Francisco, and her lecture will be interesting and instructive. Those members who heard Dr. Dorothy Atkinson's lecture on March 23 are very enthusiastic about the health program, and realize how fortunate we are in having the privilege of hearing these fine lectures.

The second lecture will begin at 7:30. The Legislative Committee, of which Zella R. Kimball is chairman, has induced our own member, Letitia Rountree Farber, to tell us about the Federal Securities Act, which is the act relative to investments. It is not easy to reach Letitia today, for she has been very busy as chief counsel to the President of the City and County Federation of Women's Clubs, with its 15,000 members, is director of the law section of To Kalon, and is on the Democratic Executive Board of the 28th Assembly District, besides giving lectures on laws pertaining to women, children, and property; but we heard such high praise of her lecture on the securities act, and from so many sources, that we used our utmost persuasive powers, and so she will be with us at 7:30 on April 6.

Remember these talks begin at 7:00 sharp on April 6, 1936. EDNAH M. BUTLER, Chairman.

THE RECEPTION CHAIRMAN SPEAKS

Looking back to Business Women's Week, one can well understand why girls leave home. A good-looking dandy is Mr. E. Z. Hamilton (Pearl Parr). The heart of many a fair young maiden is still beating too fast. Our friend, Tony DeSoto (Rose Bezek) and his eight children, also Lucille, Betty and Florence, have our best wishes that they have found jobs in Mr. Hamilton's cruel city. Of course we are glad that Rudy and Mrs. Hamilton (Nancy) are well taken care of (for the present).

Anyone wishing to bring a dozen painted Easter eggs for Thursday, April 9, open house, please telephone Minnie Korn, DOuglas 1212, Local 2689.

A prize of \$000,000.25 cash and a week's vacation in the club rooms will be awarded to the best looking egg. As honorable judges we will have Margaret Bell, Bertha Hancock, and Pearl Smith.

This being Holy Week, we promise you a quiet evening with our games.

R. C. A.

Ho—Ho, the night was coolish, the girls were skitish, and the Splash Party was a threesome, but none the less a frolic. Next month we'll try another!

Easter Sunday, we entrain for Fairfax in the early afternoon. A former member will refresh us at her cutie little house and thence we to Deer Park Villa for a feast. If warm, we dine in a vine-covered arbor; if otherwise, we partake within. It will be a jolly day in the country. Price and boat next issue. If you are interested, it would be appreciated, if you would advise me.

Personal Appearance will shortly come to the Curran, although the exact date is yet fluttery. A comedy this time—lugubriousness away!

GERTRUDE D. TUBBS, Recreation Chairman.

DELEGATES

Re Annual Bay District Meeting to be held Santa Cruz, April 18th and 19th:

San Francisco Club is entitled to be represented at said meeting by the President (or her representative) and 12 delegates with 13 alternates, who must be selected at our next business meeting, Tuesday, April 7th.

AND

Re Seventeenth Annual Convention of the State Federation to be held at Coronado, May 15th, 16th and 17th:

"Delegates shall be nominated from the floor at a regular business meeting, the month prior to the convention, and elected by ballot within two weeks thereafter."

San Francisco is entitled to six delegates and seven alternates and nominations therefor must be made at our next business meeting, Tuesday, April 7th.

These are important matters which should receive the attention of all club members.

GERTRUDE D. TUBBS, Recording Secretary

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Business and Professional Women's Club of San Francisco, Inc.

13

APRIL 11, 1936

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RECEIVED
ACADEMY OF SCIENCES

Weekly Program



Coming Events

April 12—Choral's Easter Concert, 8:00 P. M.

April 13—Book Section, 7:30 P. M.

April 14—Dramatic Section, 7:30 P. M.
Dancing Section, 8:30 P. M.

April 15—Parliamentary Law, 6:30 P. M.

April 16—Annual Card Party, Palace Hotel.
No Open House.

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

A HAPPY EASTER TO ALL

EASTER CONCERT

The rehearsals for the Easter Concert are going at the rate of two a week. That means that each member of the Choral Section is doing her best to make this an outstanding event for the season, and all working toward that end, we feel that you will not be disappointed. The concert is to be held in our club rooms on April 12 from 8 to 9 o'clock in the evening. There is still room for anyone who feels that she would like to join us. As it is not always possible for the entire group to come, we would like a few extras so that the standard as a whole will not fall. This Easter Concert is for you and your friends,

so come and bring them with you. The program is as follows:

Violinist—Miss Louise Zimmer.

Accompanist—Miss Aleta Ray, guest artist with San Francisco Musical recently. Niece of Mrs. Maude Dimmick, of Reno, Regional Director of B. P. W. C.

Vocal—Mr. Harvey Dixon, playing his own accompaniment. Was guest artist at the Berkeley tea which opened Business Women's Week.

Vocal—Dr. Frieda L. Kruse.

Accompanist—Mrs. James Nounnan.

Vocal—Mr. James Nounnan, soloist at Glide Memorial Church.

ANNUAL CARD PARTY

Thursday, April 16, at 8 P. M.

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2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shafter
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

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Membership.....Pearl Smith
Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grayce Dempsey

IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

R. C. A.

The skittish stayed ter-hum, 'fraid their tooties might get wettish; the wise sisters came along—nine of 'em—to Belvedere and nary a wee droppie of moisture befell us. Purified ozone, spectacular cloud effects and the first showing of spring flowers; the eats, the gals, the day—everything clicked!

Sunday next: 1:45 P. M. boat from the Ferry Building, bound for Fairfax. First a little visit to Robie at her cutie house; thence to Deer Park Villa to rejoice the Easter Day. Tariff, about two dollars, meaning eats and railroad.

Sunday, April 26th: Something very special! Charlemagne Day at Saint Mary's College. Concert in the Chapel; half hour in the Exhibition of Art; Addresses by Hon. Richard Tobin, Louis Mercier AND Brother Leo.

S'more next week!

GERTRUDE D. TUBBS, Recreation Chairman.

WE MISS THEM, TOO

We had a delightful letter from Glendale, this week. In part, Sarah A. MacLaughlin says: "I long for the club and my friends there more than ever. THE BUSINESS WOMAN is full of keen interest for me, especially the programs of the Civic Section. I am glad to see it doing such excellent work and carrying on with really vital matters. It is in good hands with Ednah Butler and I do hope that it always has the attendance that its activities merit. Please give my love to all my good friends and congratulations to the club for its wonderful past achievements and best wishes for increased future progress and prosperity." We are delighted to hear such comments from our out-of-town members and extend our thanks and kindest wishes to them.

DRAMATIC SECTION

On March 24 the Dramatic Section held its meeting, and it was decided that the members would asked to pay their dues at the first Tuesday meeting.

Only a few members were present, but we had interesting evening, as we commenced reading a play and later the chairman served tea with cheer crackers and cakes.

A letter from Minnie Korn was read, thanking the section for their part in making her Thursday Open House such a delightful one.

April 14 is our next meeting with Mrs. Hacke with a poem, *The Fool's Prayer*, for memory work and a lesson for reading.

If all those who are planning to join the section for this year will communicate with the chairman it will be of great help in outlining the work for the coming year.

"MAGNIFICENT OBSESSION"

One day recently when most of us were struggling with income tax, we chanced to patronize one of the advertisers of THE BUSINESS WOMAN, who told of the kind deed of one of our members. It seemed that the owner of this business mentioned to her customer that she was quite at sea with her income tax, whereupon our member offered her service gratis and remained until late that night. Nor did she stop there, but telephoned the next day to see she could render any further assistance.

Needless to say, the one who was helped will never forget this kindness so modestly given by one who great joy in life is to make others happy. We shall however, refrain from mentioning her name, lest the charm be broken.

HEALTH PROGRAM SCHEDULED FOR APRIL 21

April is health month for the National Association and the program for the third Tuesday meeting, this month is in the hands of Dr. Kruse of the Health Section. She plans an interesting review of the fascinating research work along health lines which under way at our State University. Prof. W. J. Herms, professor of parasitology, is to be the speaker and there will be lantern slides 'n' everything. Hold the date.

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CLUB NOTES

MARGERY SIAFFER

We regret to report that Florence Hogan has been at home now is convalescing. Sidney, Jr., that bouncing ball of our club, is gaining daily and keeping well, much to Florence's pleasure. Our united wishes for a speedy recovery go to this little member. Finally change Antoinette Choisser's home address to 1451 Larkin Street.

Another member just recuperating from a two weeks' illness is Dr. Phillis Bourne. Best wishes for a speedy recovery.

We were delighted to welcome Bertha Webb back after a six weeks' business and pleasure trip to Los Angeles.

Another early vacation being enjoyed! Edith and her sister took advantage of Easter week and motored to Santa Barbara and nearby points. These two sisters certainly do make the most of every opportunity to get a trip scheduled for moments of spare time.

Elizabeth Mowder and her sister, Jessie, went to Sacramento Sunday to visit their brother and then drove over to Woodland.

Another group to take advantage of the week's vacation was none other than our roving Nell Palmer. This time Nell and her nieces drove to Death Valley, which is attractive at this time of year. This is their first trip there, but unfortunately they will miss the desert flowers.

Our reception hostess is planning to bring some of the Old World atmosphere into our open house evenings, so come out and see this touch of color. There will be a *Night in Germany, International Night, Night in Old Mexico*, and others.

The Vittoria Colonna Club presents a tea and musicale at the Fairmont, April 25, and Rose Wessell has been appointed to be one of the co-hostesses during the president.

A popular woman of our club, as well as many other groups in our city, is Sylvia Kempton. Her interesting talks are in demand this time at the meeting of the National Council of Jewish Women. The spirit of spring is to prevail for the program, and Sylvia has a novel caption for her talk as secretary of the Cannerymen's League of California, *California Preserved for the Year*.

We are very happy and proud to refer you to your March issue of the *Independent Woman*, page 90, where the true experience story entered in the Work Standards Contest, and written by our own member, Hazel G. Milliken, is given.

The promotion of Mrs. A. M. Rosseter, a San Francisco woman, to full command of the National Labor Relations Board for Region 20, which covers Northern California, Nevada, and Utah, places another woman high in the labor program with Secretary of Labor Frances Perkins and with Eleanor Roosevelt, the NLRB director for New York.

DANCING SECTION

The next class of the Dancing Section will be held at 9:30 P. M. on Tuesday, April 14. Although it is compulsory to wear suits or pajamas, we would like to give more enjoyment from the work and it would be easier, too, but please join us whether or not you dress comfortably. We want you and we need you. See the bulletin board for complete schedule for our classes.

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IF YOU MISS THE CARD PARTY ON APRIL 16 AT THE PALACE, YOU'VE MISSED EVERYTHING. BRING YOUR OWN CARDS.

APRIL FOOL

Thursday's open house proved to be a unique affair in the form of an April Fool's Party. On arrival at the door, we were greeted with a sign directing us to the back door and we entered through the kitchen. We were met by our hostess, Minnie, and from the appearance of her costume we did not know whether she was coming or going, as her dress was on *backside foremost*. Of course we were all too polite to tell her about it.

Even the bridge addicts did not escape the pranks, as each deck of cards was four short. Soon it dawned on the assembled crowd what was happening and everyone joined enthusiastically in the fun.

A fortune teller (Harriet Blockburger) was present and told the future of any and all who cared for this sport. Olive Chauvaud, dressed in a cowboy costume, with gun, bottle, etc., entertained with a novelty dance. Rose O'Brien proved her prowess as a hypnotist by completely subduing Lucille Caesar. It proved to be more amusing to the audience than to Lucille, as she had a hard time finding cold cream to remove the black from her face. In the library, Rose Bezek was causing much laughter with palm reading. Tea and cookies were served and even some of the cookies were filled with cotton in honor of the occasion. It was another grand party.

"DOESIE."

LINES ON ACCUMULATED JUNK

I climbed up to the attic, yesterday,
To put some just-discarded stuff away,
And, poking 'round among the rubbish heap,
I stirred some dusty memories from sleep.
A game of Bean Bag! Yes, upon my soul,
That sloping board with the skew-geed, square hole,
A Pigs-in-Clover Puzzle! Oh, the hours
Of youth it wasted, and the nervous powers!
A little box of discs—reds, blue, and pinks—
We used to use in playing Tiddly-Winks!
A game of Crokinole—with little cues
For those whose fingers were too soft to use
For snapping. Double cones—Diavolo!
Halma! Parchesi! Anagrams! and oh,
A Pogo Stick, on which we bounced and soared
One season! And, see here—a Ouija Board!
A costly Mah Jong set, of foreign make!
A little top for playing Put-and-Take!
It was too painful. On the heap I threw
The latest Jig-Saw Puzzle, and withdrew!

—Selected.

PARLIAMENTARY LAW

Did you ever start out to do anything and then have misgivings in your heart for fear it would not be just what you had expected and that it would not turn out just right? Well, that was the way I felt when I launched out as chairman of the Parliamentary Law Course. But oh, what an awakening at the first meeting! The responses to the call were most gratifying. Quite a number from outside clubs came in answer to the letter that was mailed them. Mrs. Loewenstein has a very clear and definite manner of procedure, and everyone present expressed her delight that she had come. During the course each member will have the opportunity of taking part, either presiding as an officer, chairman or secretary—presenting a motion, and acting on committees. These are just a few of the things that Mrs. Loewenstein outlined in the first lesson. If you did not come then, there is still time to join. We are sure you will enjoy it and will not make a mistake in taking advantage of these instructions.

L. E.

IMPORTANT NOTICE

The address of Grayce Dempsey, public chairman, is now 1418 Leavenworth Street.

The address of Nancy Foster, editor, is 2 Sacramento Street. Please note these addresses in mailing your publicity.

NEW MEMBERS

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Secretary, Works Progress Administration
49 Fourth Street—Sutter 3749

Lewenthal, Florence (Mrs.)

530 Lake Street—Bayview 3166

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Williams, Ann (Mrs.)

1340 Washington Street

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Wilson, Esther (Miss)

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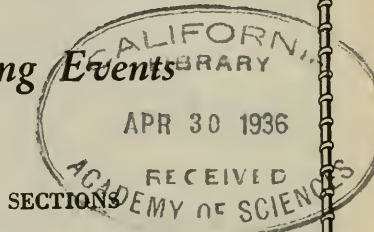
APRIL 18, 1936

No. 16

Weekly Program



Coming Events



April 21—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.
Speaker, Prof. W. B. Herms, U. C.

April 22—Parliamentary Law, 6:30 P. M.

April 23—Choral Section, 6:45 P. M.

April 23—Thursday Open House, 8 P. M.

Hostesses

Elsie P. Fear

Susie Hicks	Madame DesFis
Mary Ryley	Floy Murphy Caesar
Nell C. Boardman	Phoebe A. Wramp

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

MEN VS. BUGS—WHICH WILL WIN?

One eminent scientist has said that the present marks a battle for supremacy between man and insects and that in many cases insects are the victors. The fascinating record of the battle here in California against disease-transmitting insects (and there are more of them than you may think), together with an account of the discovery of the vitamins, the studies in the so-called *death-ray* (really a powerful ally in fighting disease), and other fascinating tales of health research at the University of California, will be told at the dinner meeting on next Tuesday, April 21. The speaker is Prof. W. B. Herms, professor of parasitology at the University of California; his subject, *Men versus Insects*, illustrated by lantern slides. Dr. Frieda Kruse will give an introductory five-minute talk on current events.

LATCHSTRING IS OUT

Recent distinguished visitors to our club rooms were Mrs. Aleen Purdy of Los Angeles, Mrs. Elsie Brown of Tulare, and Mrs. Belle Bugman of Richmond. Mrs. Purdy is president of the State Board of Cosmetology and the other two ladies are members of the Board. They were in San Francisco for eleven days conducting the State examinations in cosmetology and only found time between duties to run up and give our club rooms the once over. We regretted that they were unable to attend any of our meetings while they were here. Mrs. Purdy and Mrs. Brown are active members of the B. P. W. C. in their respective cities, and we hope when they are here again we may see them often.

CONSIDERATION—CO-OPERATION

The Down Town Association has launched a campaign against the evil of unnecessary noise in San Francisco, and they are asking every organization that has the good of the city at heart to take an interest in the campaign and to co-operate with them and with the public officials responsible for law enforcement. This movement is growing rapidly in America today, and committees in every large city are trying to solve this problem.

Every public-spirited citizen can do his part by avoiding the unnecessary honking of horns, eliminating automobile cut-outs, and by refraining from shouting from automobiles and from loud talking on the streets at night.

The Civic Section is very much interested in this campaign and requests every member of the club to do all in her power to bring about an insistent public demand for the abatement of all unnecessary noise.

STOCKTON

Several of our members attended the President's Dinner at Stockton recently and report a most enjoyable adventure. The dinner was in the nature of a night in Hawaii, with decorations, music, etc., in keeping. On Sunday they were taken on a tour of the city and then royally entertained at tea at the home of Dr. Smythe at the Stockton Hospital. Those who went feel sorry for the rest of us.

SPECIAL NOTICE

At the meeting of the Choral Section on April 23, business of very great importance will come up, and it is urged that every member of the section be present.

The Business Woman

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Membership.....Pearl Smith
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Reception.....Minnie E. Korn
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

OPEN HOUSE

Last Thursday evening was no exception to the usual rule for a friendly, jolly time in the club rooms. There were eight tables busily employed and the winner at each table received as a prize a lovely chocolate Easter egg, the gift of Belle Banz. A delicious cake from Mary Eleanor's with the tea made by Margery completed the hospitality of the evening. It is these little informal Thursday night gatherings that tighten the bond of friendship and give us an opportunity not only to see the old members, but to get acquainted with the new comers and make them feel at home.

COMMITTEE NO. 6 REPORTIN'.

INVITATIONS

The San Jose Business and Professional Women's Club cordially invites you to be with them to celebrate their sixteenth birthday and install officers for the club year on Saturday, April 25. Dinner will be served in the Gold Room of the Hotel Sainte Claire at 6:45 P. M., at \$1.15 per plate, including the tax. Make reservations with Mrs. Burlingame before April 23.

Oakland Business and Professional Women's Club extend to us an invitation to attend their seventeenth birthday party and installation of officers on Thursday, April 23, at 7 P. M., in the ballroom of the Hotel Leamington. Price of dinner, \$1.10, including tax. Make reservations with Mrs. Burlingame.

CLUB NOTES

MARGERY SHAFFER

After superintending the decorating of the rooms with flowers and Easter lilies preparatory our Choral's Easter concert, Florence Calderwood hurried away to Riverside to spend the holidays with her niece.

Another early vacation! Elsie Maclaren is relaxing in the beauties of Carmel and having a very joyable time.

Kindly change the office address of Ruth Shaw 417 Montgomery Street, telephone GARfield 5760

Kindest expressions of sympathy are sent to two of our members in the passing of dear ones: Dorothy Rankin, who lost her husband, Joseph J. Rankin and Mary L. Power, whose mother passed on following a long illness.

Nettie Smith spent the Easter holidays at San Cruz.

Many of us have had the pleasure of knowing Claudia Costa, who entertained friends at a birthday voyage party in honor of her aunt, Elsie Monte. The center of the table held a steamer trunk containing pistols, a tiny flask, powder puffs, hot water bottles, marshmallows to keep the snakes away, and other things that might be needed for self-protection traveling into strange lands. Delicious refreshments were served, the ice cream and ices being in the shape of battleships, flags, trunks, etc. Everyone was loathe to be the first to break up this delightful party, but as the hours rolled by the guests had bid the hostess and honor guest adieu. Elsie left April 10 for a three weeks' trip by boat, motor and train to Mexico. Bon voyage, Elsie!

Olga Dahl recently had an appendectomy performed and we are pleased to report at this writing that she is recovering nicely. Best wishes to Olga from her friends.

Laura Clough had to be in Los Angeles on business, leaving Saturday night. However, she flew up to San Francisco on Thursday following to attend the wedding of a friend, returning to Los Angeles the following morning to complete her business there for her firm.

We are happy to report that Pearl Parr's sister is recuperating very well from her recent operation, and at this writing is planning to be with us at the card party at the Palace Hotel. Pearl, as you know, is chairman of this affair and is doing a good job.

I do enjoy reading *THE BUSINESS WOMAN*, writes M. Louella Payne. She sends good wishes and wants to be remembered to her old friends in the club. We thank Louella for these kind expressions.

Our Lillian MacNeill Palmer got Easter confused with April Fool's Day,—eggs, eggs, and more eggs. The reason for this was, however, that they had such storms down around that section Lillian could not get to town, but she says Amos got mighty tired of scrambled eggs. As usual, our "onery" sends her love to all and we send a whole carload back to her.

BAY DISTRICT DELEGATES

At the regular business meeting, held April 7, the following members were unanimously elected delegates to the Bay District Convention, to be held at Santa Cruz, April 18 and 19: Ethel Johnstone, Sylvia Kempton, Margaret Torreyson, Ruth Shaw, Zilfa Estcourt, Vivian Yarborough, Z. Clements, Louise Stivers, Susan Hamilton, Margaret Lewis, Lillie Kuck, Lilian Elias, Zella Kimball.

The club is entitled to thirteen delegates and the president.

GERTRUDE D. TUBBS, Secretary.

THE MOST PRECIOUS THING

nce April is Health Month in our National Federation, the following article by our National President, which appeared in the March *Independent*, seems quite apropos:

Good health is the most precious thing one may possess. No one knows this better than the business professional woman, whose very livelihood depends upon her earning capacity, which in turn depends upon her health.

Obviously, as an individual, one could hardly devote too much attention to this vital effort to keep

Personal health habits, what they should be, they may be achieved; understanding of such fundamental needs as yearly health examinations; adequate exercise, recreation and rest—all these factors we cannot afford to ignore.

Nor can we ignore the problems of public health which directly or indirectly affect us all.

Physical diseases and physical handicaps rank among the major causes of dependency. They contribute to juvenile delinquency and adult crime; account for probably one-half of all mental illnesses, and for a substantial amount of mental decay. Yet literally millions of people are without medical care, either because they cannot afford it, or because they are too far away from the facilities.

Overcrowding, industrial hazards, poor physical hereditary conditions, are among the most frequent causes of illness, and malnutrition takes its terrible toll. In national capital, one relief office received three letters in a week from clinic doctors, all saying that of patients sent them needed not medicine, but

We talk of eliminating the unfit. Surely the best way of eliminating the unfit is not by slow starvation, but by such social and economic measures as will transform them, if possible, into whole, healthy and useful members of society. First among these measures must be a means to adequate livelihood.

Employment at fair wages, or adequate relief; adequate housing; strong health departments, adequately staffed, medical care available to all—these are among the obvious remedies.

Population planning, to reduce the number of the unfit, is a much discussed topic today. From a scientific standpoint, certain of these theories merit serious consideration.

Health is the most cherished attribute of the individual. It is equally vital to the race. Let us make it by every means at our command."

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions Vacant:

Teacher of physical education, institution for the feeble-minded (open to women only). Salary, \$95 per month and maintenance. Age limits, 23 to 50 years. Examination, May 16, 1936.

Institution kitchen helper (open to men and women). Salary, \$45 per month and maintenance. Age limits, 18 to 50 years. Examination, May 16, 1936.

Practical nurse (open to women only). Salary, \$45 per month and maintenance. Age limits, 21 to 50 years. Examination, May 2, 1936.

Institution laundry helper (open to men and women). Salary, \$45 a month and maintenance. Age limits, 21 to 50 years. Examination, May 23, 1936.

Graduate nurse (open to women only). Salary, \$45 a month and maintenance. Age limits, 21 to 50 years. Examination, May 2, 1936.

R. C. A.

The Big Day at Saint Mary's College—specifically "Charlemagne Day." An unusual little jaunt and I feel certain few of us have ever been there! Spy the program:

At 2:00 to 2:45: Concert in the College Chapel.

At 3:00 to 3:30: Visiting the Exhibition of Art in Galileo Hall.

At 3:45 to 4:45: Addresses in the Gymnasium or before the Chapel, weather permitting.

Now what to do—what to do! The durned railroad!

Going: If we take the 2 o'clock from the ferry—we miss the music. If we take the 10:40—we have two long hours and more to burn. Might take our lunch and make a picnic! Next,

Returning: If we take the 4:33, like Cinderella, we'll have to run ere Brother Leo has finished—but the next train is 6:53! Now, how's that for a cross-word puzzle!

Tennie-rate, the date is April 26, the railroad fare is 75c round trip; the program is complimentary; and, as above, the train is yet uncertain.

GERTRUDE D. TUBBS, Recreation Chairman.

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I thank you.

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ON WHAT SHALL WE UNITE?

Mrs. Harrie R. Chamberlin Cites Four Points

It is difficult to choose from among the many interests of women those for which our great women's organizations should work together. Perhaps the best way is to consider the woman herself, her special interest in children, her need of understanding of the economic situation of our day, and her desire for peace. So, I would suggest:

A study of the whole status of women with especial attention to the growth of discrimination against them in the economic field, and active work against tendencies to limit their opportunities of securing training, employment and a fair wage. Such study would include consideration of legislation for better conditions for industrial women as well as the status of business and professional women.

Since women are so closely concerned with children and youth, we should co-operate in our work for adequate appropriations to protect the basic institutions of education and for equalization of opportunity throughout our country. Continued improvement of motion pictures and protection of young persons by legislation for liquor control are also matters for which women should work.

We must all seek to understand better the economic problems of our day and the proposals for their solution, with special emphasis upon those which affect us as consumers.

Our work for peace. We should foster the spirit of international understanding and the use of peaceful methods of solving difficulties, at the same time that we are supporting measures to keep our own country out of war.

ELIZABETH L. CHAMBERLIN, President, Young Women's Christian Association, in *Independent Woman*.

THE EASTER CONCERT

The Choral Section wishes to thank all those who helped with the Easter Sunday musical program. A special vote of thanks is due the talented soloists who contributed so much to the evening's entertainment; to Madame Mackay and Mrs. James Nounnan for hours of extra work with the Choral; to Florence Calderwood for the floral decorations of the club rooms; and to Mary Baker for the attractive programs.

The concert was most enjoyable in every way, and those who missed it have much to regret, as our Choral certainly proved themselves to be entertainers of the very best. The solos and choruses were all well rendered and enthusiastically received by the audience. The club rooms should have been filled to overflowing for this occasion.

STATE DELEGATES

At the regular business meeting, held April 7, the following members were placed in nomination as delegates to the State Convention to be held at Coronado, May 15, 16, and 17: Ethel Johnstone, Lucia Steidel, Elizabeth Adams, Frances Raymond, Lillian Hall, Zilfa Estcourt, Charlotte McClelland.

The club is entitled to six delegates and the president.

The election for State delegates will be held on Tuesday, April 21, from noon until 7 o'clock. This is the night of our Program Dinner and all members should take occasion to vote.

Ann Attridge, Enaid Jones, Elizabeth Mowder, and Edna Rowe will serve as the election committee.

GERTRUDE D. TUBBS, Secretary.

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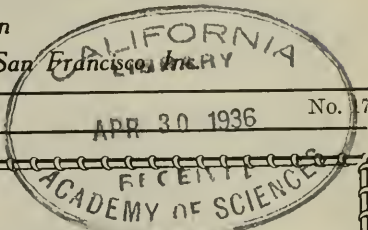
Business and Professional Women's Club of San Francisco

13

APRIL 25, 1936

APR 30 1936

No. 17



Weekly Program



Coming Events

April 27—Civic Section, 7:30 P. M.

April 28—Dramatic Section, 7:30 P. M.

April 29—Parliamentary Law, 6:30 P. M.

April 30—Choral Section, 6:45 P. M.

April 30—Thursday Open House, 8:00 P. M.

Hostesses

Hazel L. Ramon

Marian M. Bender

Lydia Johnson

Eva Gregg

Ludie E. Anderson

Lydia Floan

Effie Gillespie

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

SEVENTEENTH ANNUAL STATE CONVENTION

Coronado, May 15, 16, 17, 1936

With the advent of spring invariably comes the desire to go places and do things.

Most of us seek an objective in the form of a vacation. This year the objective seeks us.

The Call to Convention issue of THE CALIFORNIA WOMAN makes us grateful and proud that we are a part of this great group and creates a desire to participate in this gathering. Just a year ago we were hostess to our sister clubs and realized then more than ever the inestimable worth of these conventions.

So let us plan to take at least part of this year's vacation at Coronado. Apart from the constructive work and good fellowship, we are indeed privileged to meet at this, one of the most beautiful spots in all the world.

Now, as to the mode of transportation. Some will drive their own cars; others will choose the Greyhound lines, others rail, while some will fly. As the duties of the transportation chairman are negligible, we have decided to form a sort of Ask Mr. Foster Bureau and are prepared to give each member individual service.

The first and most important step is to decide to attend. Then determine how you are going. Next, telephone the undersigned (DOuglas 1760) and we will arrange to have a representative deliver your ticket. Should you be going by rail, it will be necessary to procure from Mrs. Burlingame an Identifica-

tion Convention Certificate in order to secure the reduced rate.

The rates are as follows:

Pacific Greyhound Lines—One way, \$10.25; round trip, \$17.40. Sleeper \$1.00 additional each way.

United Air Lines—One way, \$24.95; round trip, \$44.91. Flying time, three hours. Meals included if trip is made during meal time. (Note: The above rates are available at any time.)

Rail—Sale dates, May 11 to 17, inclusive. Return limit, May 27, midnight. Fare from San Francisco, \$15.85 round trip. Pullman rates, lower standard berth San Francisco to Los Angeles, \$3.00; upper berth, \$2.40. Tourist, lower berth, \$1.50; upper berth, \$1.20. (Note: Sleeper fares are single, applying each way.)

From the above you will grant the expenditure is small when you realize the gigantic returns. Inquiries will be welcome.

NAN G. LAWRENCE, Transportation Chairman.

DRAMATIC NOTES

The next meeting will be in the club rooms, Tuesday evening, April 28, at 7:28 o'clock. We expect to finish reading the play, *Pride and Prejudice*.

IMPORTANT—A Special business meeting of the Dramatic Section and also the Dancing Section has been called for Tuesday evening at 6:59.

PLEASE—May we have a prompt and full attendance.

STUDIO PLAYS—Merrill Hall, May 12, at 8:30 P. M. Save the date.

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
 Subscription rate.....\$1.00 per year
 Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

EditorNancy Foster
 2299 Sacramento Street
 Associate Editor.....Betty Walton
 Contributing Editor.....Edith C. Floyd
 Club Reporter.....Margery Shaffer
 Accounting.....Ruth P. Shaw
 Advertising.....Marie Jensen

OFFICERS

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 First Vice-President.....Amanda T. Heuermann
 Second Vice-President.....Hazel J. Oppenheimer
 Recording Secretary.....Gertrude D. Tubbs
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 Choral.....Phoebe A. Wramp
 Civic.....Ednah M. Butler
 Dinner Hostess.....Jean E. Kerrison
 Dramatic.....Elsie P. Fear
 Education.....Clotilde Grunsky
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 Remembering.....Sylvia Kempton
 Research.....Phillis Bourne
 Sunshine.....Matilda J. Schimpf
 Transportation.....Nan G. Lawrence
 Ways and Means.....Hazel J. Oppenheimer

IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Junior fisheries researcher (open to men and women). Salary, \$120 per month. Age limits, 21 to 40 years. Examination, May 16, 1936.

CLUB NOTES

MARGERY SHAFFER

Parnassus Players, an amateur dramatic group the Sunset District, are giving their annual presentation of two two-act plays under the direction Eva Smith Hackett at the Hackett Playhouse. Good! for the success of this group of players under the guidance of such a finished artist.

A patient at St. Mary's Hospital is our Mae Cummings. Mae had the misfortune to be in an automobile accident a week ago Sunday and her injuries consisted of a broken nose, black eyes, a her forehead cut. She is having every care possible and with our united wishes for a speedy recovery, feel Mae will soon be with us again.

April is surely a busy month in the activities of our California Business and Professional Women Clubs. San Jose celebrate their sixteenth birthday and installation dinner the 25th; Oakland celebrate their seventeenth birthday and installation on the 23rd; the Bay District Convention at Santa Clara was the 18th and 19th; and along comes the State Convention at Coronado on the 15th, 16th, and 17th. Cordial invitations are extended by all these groups to us.

Shirley Radke writes from Balboa, the Canal Zone that "it is hot, but, oh, so beautiful. The trip down was cool all the way, with a stop at an interesting primitive Mexican village." Shirley wishes to be remembered to her many friends in the club.

Our membership chairman, Pearl Smith, left San Francisco on a trip to New York for her firm. She will be gone a month and she leaves a vacant place in our ranks which will be difficult to fill. We shall be looking forward to her return and we wish her most enjoyable and profitable trip.

Edith Nelson has moved to the Hotel Beresford, right next door to the club, and we hope we may now see her at the club rooms more often than has been her wont. Her phone number is Ordway 9900.

OUR ADVERTISERS

This week, as always, we owe much to those faithful ones who advertise with us from week to week and month to month, thus making possible the issuance of our club paper. We hope that each member of the club feels it her duty to mention our paper when patronizing our advertisers and also to buy from our advertisers whenever it is possible to do so. You can find almost anything you need advertised in our columns some time during the month if you watch closely.

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R. C. A.

Easter Sunday: Off to Fairfax to the cutie little Eleanor Robson has chosen for her home and which she jostled eighteen, refreshing us with cool, fruity beverage in company with titbits. The pers, the environment, and one another made a y threesome. Via the thumb signal, we hitchhiked to Deer Park Villa, the obliging machine being t of "Dussey," our fine, helpful and cheery ver member. Amidst trees and flowers, seventeen as didst eat. A warmish Easter, a happy Easter, another contribution to our chain of memory.

Sunday Next—GOOD NEWS! Special Service to nt Mary's College, via Western Pacific. Leaving nday—April 26th—from the Key Route Depot at Ferry at 12:40—so we can be on deck for every- g. As I told you last issue:

to 2:45—Concert in the Colleege Chapel.

to 3:30—Art Exhibition in Galileo Hall.

to 4:45 to 4:45—Addressess by, etc—'specially Bro.

We can enjoy the whole afternoon, and return via other special, leaving at 5:35, arriving in town at 5:35. I am thrilled that we can enjoy everything—what?

Cheerio "Until we meet again."

GERTRUDE D. TUBBS, Recreation Chairman.

THE TALE OF THE CARD PARTY

Well, the 1936 Card Party has passed into history. d what a very lovely as well as successful party was! The gold ball room at the Palace was well ed with friends and friends of friends, including few—alas! too few—boy-friends. But when the or prizes were drawn, didn't Theresa Meikle try very best to draw a lucky number for one of the ys. Ah, but Judge Lazarus cast his legal eye upon at box and nary male won either a compact or a rsage.

But the Fashion Show! That was SOMETHING! Margaret Bell arranged with Joseph Magnin Co. to nd their charming models with costumes styled to siness women's tastes, and were they irresistible? ey were! Most particularly the Perfect Forty-o, who won all us big girls with her smile, her yle, and her winning way.

To Pearl Parr, Irene Sheehan, and their willing sistants we owe a huge vote of thanks for so capayy conducting this delightful affair for the pleasure d profit of us all.

E. C. F.

CIVIC SECTION

We will have two lectures on April 27, 1936.

The third of the series of health talks arranged r us by Dr. Frieda L. Kruse will be given by Dr. dith Stocker, eminent woman physician of San rancisco, a specialist in diseases of the eye, ear, ose and throat, who has chosen for her subject, *The pper Respiratory System*. Remember this lecture gins at 7:00 sharp.

The second lecture of the evening will be given y Mrs. Robert L. McWilliams, who is intensely terested in migratory labor problems, and who will ll us about the conditions in California today. Her ecture will be illustrated by lantern slides. Mrs. cWilliams has taken these pictures herself, and e understands her subject thoroughly. This is one f the most vital problems in California, and is one ith which we should all be familiar. Have your uestions ready and participate in the discussion n this question. This talk will begin at 7:30.

EDNAH M. BUTLER, Chairman.

OUR CHARTER OF LIBERTY

Why does our Constitution include a "Bill of Rights"?

For centuries man sought certain *inalienable rights* from his government. Only by force did he win these rights. Only by the Revolutionary War did our colonies gain them.

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This protection, guaranteed by our Constitution, is our *Charter of Liberty*.—*Call-Bulletin*.

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OUR HOUSE IN ORDER

Have you noticed that the storage closet has been house-cleaned, put in order and organized? Shelves have been labeled for the committees needing space. We now have a place for everything and everything in its place. May we have the members' co-operation in keeping an orderly house? Personal property should be called for as our storage space is very limited. We shall have to observe the *Personal Property* house rule, i. e., *The club is not responsible for safe keeping of any article left in the club rooms. Parcels or personal effects left in the club rooms beyond thirty days will be disposed of.*

FLORENCE M. CALDERWOOD,
Chairman, House Committee.

SILVER CUP FOR PRIZE PLAY

Are you writing your one-act play for the Dramatic Section prize contest? The program committee has announced that a silver cup will be awarded for the best play written by a member suitable for production at the summer jinks program. Any type of play—comedy, tragedy, or farce—is acceptable. All manuscripts must be in Mrs. Burlingame's hands by May 1. Write on one side of the paper and do not sign, but place your name in an accompanying envelope for later identification. Judges will be announced later.

ALASKA

Advance literature has reached us regarding the Second Annual Gold Diggers' Cruise to Alaska. The cruise will start from Seattle on July 18 and return to Seattle on July 30. Cost of cruise, including a visit to the Government Matanuska Colony, will be \$139.85. For full information on this very interesting vacation consult the bulletin board in the club rooms.

HAYWARD

The Hayward Business and Professional Women's Club cordially invite you to attend their installation dinner to be held Tuesday, April 28, 1936.

Dinner will be served at 7:00 P. M. at the Green Shutter Hotel, corner Main and B Streets. Make reservations with Mrs. Burlingame.

BERKELEY

The Business and Professional Women's Club of Berkeley cordially invites you to the annual installation of officers to be held at the Berkeley Women's City Club, Sunday morning, April 26, at 10 o'clock. The installation brunch will follow a dramatic theme. Mrs. Marcia Edwards Boyes, author of *The Legend of Yerba Buena Island*, will give highlights in the history of this picturesque island. Hurry and make reservations with Mrs. Burlingame if you can go. The price of the brunch will be 75c plus tax.

MAIL EARLY

Many are sending in their contributions for THE BUSINESS WOMAN too late to be included in the current issue and this is written simply as a reminder that your news must reach us by Sunday morning. Letters mailed in boxes late Friday afternoon are not always delivered on Saturday, since there is no afternoon delivery on that day. Send all late mail special delivery in order to insure its early arrival in time for publication.

BAY DISTRICT

As copy is being prepared for this issue, many of our members are in attendance at the Bay District annual meeting in Santa Cruz. All the clubs of District have made good progress during the year and no doubt the reports will be most encouraging. We hope to have a glowing account of this meeting in next week's issue, contributed by one of those who attended.

After the Bay District, then the State Convention, the Regional Conference, and the Gold Diggers' Cruise to Alaska. The activities pile up and we regret that it is not possible to attend all of them.

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

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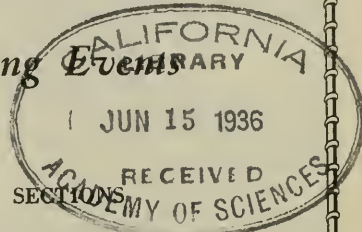
MAY 2, 1936

No. 18

Weekly Program



Coming Events



May 4—Civic Section, 7:30 P. M.
Health Lecture, 7:00 P. M.

May 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

May 6—Parliamentary Law, 6:30 P. M.

May 7—Choral Section, 6:45 P. M.

May 7—Thursday Open House, 8 P. M.
Mothers' Night.

Hostesses

Lucille C. Caesar, Chairman	
Edith B. Lovell	Esther Bowles
Ingeborg Fern	Helen L. Mielke
Marie Wilkening	Josephine Clark

Please make dinner reservations early at Club Rooms, Prospect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CHORAL SECTION

The Choral Section is stepping right up and going ahead! Under the direction of Mrs. Phoebe Wramp, chairman, our meeting last Thursday evening was aught with new enthusiasm as she laid before us plans for our next "coming out" at the Hawaiian evening for our June program. This is to be a real treat and no one should miss it. The Choral is under the leadership of Mrs. Dorothy Nounnan in preparation for the Hawaiian program.

We certainly appreciate the incoming of three members and hope there will be more to follow.

At this time we wish to extend to Mme. MacKay our sincere thanks for her guidance and patience in training her stay with us.

L. E.

ECONOMIC INSANITIES

One of the questions to be discussed at Coronado is *What is to be the policy of your State Organization in combatting discrimination?* Louise Jolly, Alameda, is to open the subject with a talk on *Economic Insanities*.

Our research chairman has already made a report on this matter that so vitally affects all business and professional women. Let us all give it serious thought.

What action do you think our State Federation should take?

STATE CONVENTION

Do not deny yourself the full pleasure of anticipation by putting off CONVENTION plans until the last moment. Of course you're going, so call Nan Lawrence, Douglas 1760, NOW, and let her help you make final arrangements. It is said *San Francisco knows how*, so let us demonstrate once more that this is true.

R. C. A.

Saint Mary's College! Greeting the sisters on the little ferry boats, soon to be no more; next, a jerky little train, bumping along; we are there, amidst that cluster of Spanish buildings, encircled by nature's abundant, almost radiant green—an ideal location for thought and study. Soul-satisfying music; inspiring religious history from the pagans to Charlemagne, by Dr. Mercier. Fancy, he gave instruction at Harvard on Friday, via plane west and return, he is at classes Tuesday A. M. Brother Leo! How fortunate to have a man in our community to feed the longings for the culture of life. His address upon the traditions of European Culture was a feast to the mind. The day was a privilege and I trust the thirty or more from the club say *Aye*.

Saturday, May 9th—Rhododendroning in the Park. Meet at 3, we go in quest of nature's beauties. Dine at Topsy's Roost. Meeting place—next issue.

GERTRUDE D. TUBBS, Recreation Chairman.

STUDIO PLAYS

8:30 P. M. — May 12, 1936

Save the Date

A different — and — unusual — entertainment

MAY 2 1936

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
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BUSINESS WOMAN

EditorNancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

OFFICERS

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First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
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Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CIVIC SECTION

On Monday, May 4, 1936, we are to have two lectures.

At 7:00 sharp, Dr. Frances Baker, a prominent physician, will give us the fourth of the series of health talks which Dr. Frieda L. Kruse has arranged for us. Her subject is *Body Mechanics in Relation to Disease*.

At 7:30, Mr. Lloyd Wilson, Public Relations Secretary of the Young Men's Christian Association, will be our guest speaker. He is intensely interested in the youth of today, and his lecture, *Names or Numbers*, deals with juvenile delinquency. You will be interested in his solution of the problem. He is very much in demand as a speaker, so let's show our appreciation by being prepared with plenty of questions on the subject.

Remember these talks begin at 7:00 sharp on May 4, 1936.

EDNAH M. BUTLER, Chairman.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Position vacant:

Adding machine operator (open to men and women). Salary, \$80 a month. Age limits, 18 to 35 years. Examination, May 16, 1936.

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CLUB NOTES

MARGERY SHAFFER

The Zonta Internationale of San Francisco newly chartered women's service club, elected He Doble to the presidency. Helen, as we know, is executive and a leader in many club activities of the city and we, as members of one of her clubs, wish to extend congratulations for a happy and successful term of office. Also elected to this group is our Juliet Theresa Meikle as parliamentarian.

We recently had two visitors from Hollywood whom some of us had the pleasure of meeting. They are Katherine Neumann Ferguson and Ethel Roseland. With the inviting atmosphere of our club lounge, we are always glad to greet B. and P. travelers and to know they include a visit with us in their itinerary.

Safety in Canning was the subject of Sylvia Kempton's interesting talk before the City and County Federation section.

Helen Mielks is taking an early vacation and spending two weeks of it with her folks and friends at Lewiston, Idaho.

Susan McGill, now living in Yosemite, spent the week-end here with Marie Crandall. As Susan's niece from Chicago was visiting her mother in Marin Valley, Susan and Marie spent Saturday and Sunday over there, too. Marie says it is beautiful. Susan and they all enjoyed their visit very much.

We learned too late of Nell Boardman's illness for the last issue, but delighted to report at the time that she is better and has returned to her office.

As you no doubt have all read the line-up of the newly elected officers of the San Francisco Bay District for the coming year, we will not go into details except to say that Helen Ward, president, has appointed Vivian Yarbrough as press chairman for the Bay District Council of B. and P. W. Clubs. Congratulations to all these leaders.

Amelia F. Johnson, past State legislative chairman of the B. & P. W., attended the recent Regional Conference of the Soroptomists at Sacramento. At the close of her term as their state president, she came to San Francisco and visited at the home of Ida Reed, they having been friends for many years.

Minnie Korn's new address is 724 Leavenworth Street, telephone PProspect 1086.

An arrival from Hawaii on the *Lurline* when she last docked was Charlotte McClelland's cousin, who is now in Boston. This being a glorious time of year to show off the beauties of California, Charlotte with her brother and sister-in-law made every effort to show as much as they could in the few days their guests were here. They visited Ukiah, Blue, Upper, Clear and Lower Lakes, drove down the Skyline to see the Big Trees at Felton and Santa Cruz, returning via Los Gatos to San Jose for dinner. They visited the flower show of *California Wild Flowers* at San Juan Bautista, attended a barbecue at the Old Plaza Hotel there, which is an adobe structure erected in 1777, and enjoyed the beauties of Carmel, Monterey, and Del Monte. A dinner at Fisherman's Wharf, an early morning drive down El Camino Real to Palo Alto, a view of the Stanford campus and chapel, and a rush back to San Francisco brought them to the ferry ten minutes before the boat left to connect with the train for Boston. Charlotte, proving herself a perfect hostess, sent her cousin happily on her way with memories of California that cannot fade.

OPEN HOUSE

Many of our members last week decided to spend evening "at home" and the chairman noted the relaxed faces of all and was deeply grateful. The committee functioned so efficiently without chairman that in future there shall never be any concern as to the success of a Thursday evening.

Our President, Marion Morris, seemed most interested in her game, so much so, that when she very generously partook of the delicious cake, she sampled as many pieces as—well, we will not tell tales. When we spoke to her, however, she answered sweetly we were aware that her task as leader of our club is always first in her mind.

Every Thursday evening, there is always someone concerned and ever anxious to help the committee. Ma Reidy furnished the delicious cake; Charlotte Clelland brought an Easter egg large enough to feed all "the kiddies"; and Jean Kerrison supplemented our dwindling supply of playing cards with three brand new decks. Our blessings were many and we are happy to recount them.

This column is sometimes remiss in extending thanks to all of those who bring something to our Thursday meetings. Of course it is unintentional when this happens and we shall try not only to prove against such oversight, but also to extend the club's appreciation in the succeeding week's column.

We now recall that thanks are due Elizabeth Dutot and Louise Brown for their thoughtful donations. The writer distinctly remembers these donations and knows that they were enjoyed with zest by the club members.

Thursday, May 7, is Mothers' Evening at our club. Continuing the spirit of the day, our club will commemorate Mothers' Day. We feel that just one day especially devoted to our mothers is not long enough. So do let us all come to the club that evening and carry forward the spirit of Mothers' Day. There will be an appropriate entertainment.

MOTHER

Wrapped in the soul of mother is found all of the good instincts and traits of the human family. There are found love, loyalty, patience, tolerance, sympathy, and understanding. There, also, is found the grace with eloquence of bestowing these beautiful gifts upon others without the attempt to do so, a natural flowing out of the spirit from within. It is, all too frequently, do we fail to appreciate the glow of the sunshine of the soul and spirit of mother until it is too late. I look on the purpose of this day not so much to remind us of mother as its purpose is to remind us of the constant virtues of mother and to bring into our daily lives a greater appreciation of them. *Anonymous.*

AN INVITATION

Those who are interested in dramatics or the value of practice in public speaking, are cordially invited to join our Dramatic Section. We are sure you will enjoy the meetings and all the programs the section is responsible for. We want you and we need you. Watch for the announcement of the next meeting and come and visit us anyway.

Also, we have our dancing class. You will like it. It is fun, the work is not work after a little practice, and you will be glad that you joined. We are doing waltz, tango, and other steps you will enjoy learning.

LAST CALL FOR ONE-ACT PLAY

That one-act play which you are writing for the Dramatic Section contest should be in Mrs. Burlingame's hands by Friday, May 1. If you have one under way and can't make the date, call up and report your entry by May 1—we'd rather have the play than be a stickler about dates. We have some very distinguished judges up our sleeve, but are not announcing them until we are sure we have the plays.

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Dinner, 5 to 7:30 P. M.

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Dear Girls:

I am still in the travel business; going to the big city every Thursday to pick up information, tickets, etc., for my clients. If you are thinking of a trip, just send me a card, telling me where and when to meet you on the following Thursday, and let's talk it over.

I thank you.

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II. Delicious food amid pleasant surroundings.

III. A most interesting and enlightening health talk by Dr. Frieda Kruse—*Health is the most cherished attribute of the individual. It is equally vital to the race. Let us promote it by every means at our command.*

IV. Presentation of our honored guests—and were we delighted to have so many with us—our State President, Carolyn Weber; our Parliamentary Chairman, Amelia Johnson; Maude Dimmick, Regional Director of the Western District; the wife of Mayor John Cooper of Reno; Alice McAndrews, publicity chairman for the Western Regional Conference, who urged us to attend this Conference, our Conference, on June 21, 22, 23, and outlined some of the treats in store for us at convention headquarters, Lake Tahoe, *The Lake of the Sky*. Rates are \$16.75 for the three-day session, American plan. We could not choose a more beautiful spot for a vacation, and opportunity would be offered to find spiritual and mental inspiration for another year's work. And we might formulate some definite plan of action to help solve some of the problems confronting us. Let's go!

V. A fascinating journey with Professor W. B. Herms, professor of parasitology of the University of California, and one of the pioneers waging vigorous war against the surprising number of disease-transmitting insects. We were proud to hear the generous praise given women's clubs by Professor Herms for the substantial assistance rendered his early efforts, first to lessen the evil of the common house-fly, and, in 1910, in the battle in Placer County, on malaria-carrying mosquitoes, which continued with zeal over the moist, fertile Sacramento and San Joaquin Valleys. These dreaded parasites thrive in live water and find ideal homes in broken irrigating ditches and leaking outdoor faucets with grass beneath. The lantern slides showing poorly kept irrigation ditches, then lovely wide concrete-faced ones, as well as other *before* and *after* treatment cases, were most interesting. Throughout the lecture it was brought home to us what men in their ignorance and carelessness bring upon themselves. Information regarding the tick then followed, and, *believe it or not*, Professor Herms told us science has proven that in this instance the *female of the species is more deadly than the male*; in fact, is the deadly one, as she contracts disease and then transmits it to her millions of eggs and in this way it is spread far and wide. This same characteristic also holds true of the female black widow spider, which lays her eggs in a sort of egg-sack, where the babes come into being and engage in a cannibalistic war on each other. It is about four months until those left are full-fledged peace disturbers. Fleas, so long as they make goose-eggs, itch and sting, are not harmful, but beware of the quiet kind. Rats, with rodent plague, which we were informed are highly intelligent, are most difficult pests to control. Watch out for the cunning little chipmunk found in the mountains. His blood stream seems to be the disease-transmitter.

Even a little knowledge of the methods of intelligent warfare on these parasitic enemies is not a dangerous thing, but why not join this eminent crusader, Professor Herms, and in our small way help

erect such defenses as will make it absolutely possible to have this prophecy fulfilled.

"When the moon shall have faded out of the and the sun shall shine at noonday a dull cherry-and the seas shall be frozen over, and the ice shall have crept downward to the equator from either pole, and no keels shall cut the waters, nor whirled in mills; when all cities shall have long been dead and crumbled into dust, and all life shall be on the very verge of extinction on this globe; then on a bit of lichen, growing on the bald rocks beneath the eternal snows of Panama, shall be seated a tiny insect, preening its antenna in the glow of worn-out sun, representing the sole survival of animal life on this our earth, a melancholy 'bug.'"

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

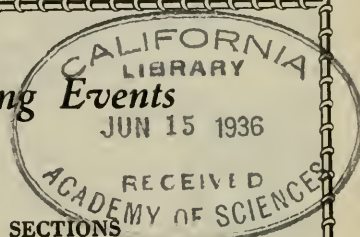
MAY 9, 1936

No. 19

Weekly Program



Coming Events



May 11—Book Section, 7:30 P. M.

May 12—Dramatic Section Studio Play.
Hackett Playhouse, 8:30 P. M.

May 13—Parliamentary Law, 6:30 P. M.

May 14—Choral Section, 6:45 P. M.

May 14—Thursday Open House, 8 P. M.

May 15—Dancing Class, 7:30 P. M.

Hostesses

Anna G. Reidy, Chairman

Rose O'Brien

Barbara Green

Irene M. Sheehan

Bertha M. Pierce

Lena O'Connor

Shirley Radke

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

STUDIO PLAYS

Of course everyone is planning to attend our studio show at the Hackett Theater *Tuesday evening!* The program arranged is different, rather unusual and entertaining under the able direction of Mrs. Hackett. You will enjoy coming to this little theater, quipped with splendid facilities, the new elevated door making it possible to see and hear with comfort. The car service is the same as that of the Club and the parking space very much better in that neighborhood.

The Dramatic Section is presenting for your entertainment the following program:

It Happened Between Trains, an acouphonic play, with Nancy Foster, Ingeborg Fern, Belle McDonald, William Elias and Gertrude Tubbs; *Open Windows*, drama, with Charlotte McClelland, Antoinette Choisser and Josephine Rudasill. *The Flying Grandmother*, a comedy, with Rose Bezek, Enaid Jones, Shirley Lane, Esther Bowles and Lillie Kuek; *Pat-erns*, a classic done in costume, with Anita Mayer. There will be selections by the choral section with Julia Petterson, Mrs. Rowe and Pearl Parr.

Be sure to get your tickets early from the Committee, Effie Gillespie, Florence Attridge and Edith Lovell, or from Mrs. Burlingame.

The hostesses with Rae Morrow as chairman are. Phoebe Wramp, Minnie Korn, Elsie McLaren, Betty Walton, Belle Banz, Alice Kennedy and Thelma McGuire.

THE HACKETT THEATER

May 12 - - 8:30 p. m.

1337 Sutter Street (near Van Ness)

Tickets only 25 cents

R. C. A.

Saturday next—May 9th—at 3:15 P. M., at the Haight Street entrance to our Golden Gate Park. We will jaunt along rhododendroning in particular, but nevertheless enjoying the other beauties of our garden. Will carry on to the beach, but if any little pal wearies, a street car is never far away upon which to finish the journey. We eat at Topsy's Roost and should arrive about 6—perhaps a few minutes before. Fried chicken, honey, and biscuits—you should see us chow! Won't you come along? Even if you care not to walk, join us at dinner.

Monday—May 18th, at the Curran, Helen Gahagen in *The Merry Widow*.

GERTRUDE D. TUBBS, Recreation Chairman.

LET'S GO!

It won't be long now until it is time to start for our State Convention at Coronado. (Our means yours and mine.) Join the caravan, no matter how you go, and give your transportation chairman the pleasure of helping you make your plans. Just call Nan Lawrence, DOnglas 1760.

P. S. It requires only fifteen delegates to procure a private S. P. coach!

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Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

DANCING SECTION

On account of the Studio Show Tuesday evening, there will be no dancing class. The next meeting will be held (same week) Friday, May 15 at 7:30. We will begin a routine for a special program of the club in the very near future. So be sure to attend so that we may have plenty of time to work it out smoothly.

Good news—We are happy to announce that at last our classes will be more definitely scheduled in the future, as follows:

Second Tuesday, 8:30 p. m.

Fourth Friday, 7:30 p. m.

This schedule in no way conflicts with any other activity of the club except in August and November. Please watch the Bulletin Board for any change.

PARLIAMENTARY PRACTICE

The class in Parliamentary Practice under Miss Belle Lowenstein will be continued for four more weeks. This will be an advanced class and anyone who has had training in parliamentary law is invited to join this continuation class. It is also open to those who are not members of the club. The price of the course of four lessons will be \$1.50.

L.

MARGERY MISSING

Due to some red tape efficiency in our postal system, no mail was received by the editor on Saturday and Margery's club notes are probably lying cozily in some branch post office waiting to be delivered on Monday much too late for this issue. We missed this interesting contribution and our paper is not the same without it, but we will use as much as possible of it next week, in addition to Margery's forthcoming news items. And she is so busy getting ready for those horrid exams that she hardly has time to gather in the news anyway.

RADIO BROADCASTS

The month of May promises to be a busy time for club broadcasters. Four periods have been allotted to the club by station KYA on the *Women's Institute of the Air* program.

The first was a State Program on May 1. The talk was given by Miss Patricia Calhoun, editor of the *California Woman*. Her subject was *The Conscientious Use of the Vote*.

Programs to follow on station KYA at 1:15 P. M. are:

May 8—Mrs. Jeannette McCurdy; subject, *Bridge*

May 19—Miss Sylvia Kempton; subject, *Women's Politics*.

May 26—Miss Margaret Torreyson; subject, *Problems of the Day Confronting Women*.

GENEVIEVE ALLEN, Radio Chairman

THREE R'S

Readin' an' Ritin' an' Rithmetie! Back to school days with Marin Club. An adorable teacher, dunce or two and some noisy brats! Teacher's aide—she was a honey—and o' course there would be teacher's pet, who brought her a present! We sang, recited and were dumb! Oh, it was jolly and peppy and such fun!

Installation Night for Marin Club at Laurel Inn, San Rafael, happening in National Education Week—what more apropos than a School Party? Hilarious, subsidizing, Dorothy Bitner, a toastmistress perfectly took charge; retiring President Ada Fusselman gave an inspirational talk upon mechanized thought. Installation ceremonies were conducted by our own Ethel Johnstone and the New President, Alice Algar, accepted her office with dignity.

The ideal foursome: Friendship, food, gaiety and thought!

GURTY

STUDIO PLAYS presented by THE DRAMATIC SECTION

at

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Directed and staged by Eva Smith Hackett

Admission 25c

Tickets may be obtained from members of the section or the committee, Effie Gillespie, chairman, or from Mrs. Burlingame.

May 12, 1936, 8:30 P. M.

PROBLEMS

Dr. Frieda L. Kruse, chairman of the Health Committee, opened the meeting of the Civic Section on April 27, 1936, by introducing Dr. Edith Stoker, of U. C. Hospital, who gave an interesting talk, illustrated with lantern slides, upon *The Upper Respiratory System*.

The section was then addressed by Mrs. Robert L. Williams. All members who were absent lost a opportunity to become more intimately familiar with the peril to California of the migratory worker and his problems as they bear upon the future development of our State. Mrs. McWilliams has been closely associated with this group of workers for over twelve years, and has a wide knowledge of the perplexing social situation now facing us for solution. Conservatively, there are two hundred and fifty thousand men, women, and children who are on the march, rarely remaining more than six weeks in any section.

As a social menace, the problem would be serious enough if these were all adults, but, unfortunately, there are many children in these groups, practically all of whom are under-nourished; many in need of medical and dental care; almost no school opportunities, no adequate home environment, little sense of social responsibility and less of civic obligation. Every effort to improve this shocking social arrangement is indifferently dismissed by most politicians with the one phrase, *They have no vote!* In most instances, there are adequate laws now on the statute books, which, if enforced, would remedy more serious aspects of the situation.

Here is where our B. P. W. C., working with all other women's organizations throughout the State, exert a widespread constructive social influence by casting our ballots for those legislators who have been appreciative of the fact that a true democracy exists only where each citizen feels that he is an integral unit responsible for its preservation. Democracy is so homogeneous in spirit that whatever affects adversely the poorest paid class of workers results in embarrassing every other class. Very rarely is there found a real communist in this group. Instead, they are citizens in revolt, in an effort to improve their social condition. H. B. W.

A FEW NOTES

Olive Chauvaud appeared in a group of dances before the Texas Club organization meeting in the Allevue Hotel on San Jacinto Day, April 21. Her dance in cowboy costume was particularly pleasing to the Texans.

Ida Rose Grebinar has been quite ill for the past week with the flu.

Word reaches us from the Northern District that they felt indeed honored in having the State President as a guest during the annual conference meeting at the Hotel, April 25 and 26. Mrs. Weber was accompanied by Jane Frey. It was the first time in several years that a State President has been present at a Northern District Conference.

BOOK SECTION

The Book Section will meet on Monday, May 11, 1936. Miss Estelle Kane will review Rebecca West's new book *The Thinking Reed* and the chairman will review Storm Jameson's *In the Second Year*, a book dealing with political and economic conditions in England and a very good follow up for Sinclair Lewis' *It Can't Happen Here* which was reviewed by Mrs. Stivers a short time ago.

ZELLA R. KIMBALL.

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Would like to rent my apartment while going to summer school. Two large rooms nicely furnished. Very reasonable rental. Call at once. Fern McGrath, 1360 O'Farrell Street, Apt. No. 104. Phone, WALnut 9371; Business phone, EX-brook 0354.—Adv.

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Dear Girls:

I am still in the travel business; going to the big city every Thursday to pick up information, tickets, etc., for my clients. If you are thinking of a trip, just send me a card, telling me where and when to meet you on the following Thursday, and let's talk it over.

I thank you.

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RESOLUTION

The following resolution which was sent to us by the State Legislative Chairman is offered for your study and discussion and will be voted upon at the convention in Coronado:

WHEREAS, in 1933 there was adopted a Constitutional Amendment commonly known as the *Riley-Stewart Plan* with the object of reducing the property tax burden of homeowners, farmers and business men generally, at the same time providing adequate revenue for the support of the public school system, and

WHEREAS, the operation of this measure has resulted in reduced taxes in practically every community in California, thus affording substantial relief to the owners of homes, farms and business property, and

WHEREAS, ample funds have been provided from the Sales Tax to adequately maintain the public schools, and

WHEREAS, it appears that a measure commonly known as the *Ralston Amendment* will be presented as an initiative proposition to the voters of the State at the November election, proposing repeal of the Sales Tax, abolition of any limit on state property taxes, and substitution of a Single Tax on land, and

WHEREAS, the proposed Sales Tax Repeal would deprive the State of \$140,000,000 of revenue during the ensuing two year period, thereby threatening the integrity of our public school system and necessitating the levy of a ruinous ad valorem tax on property, and

WHEREAS, the operation of the Single Tax would result ultimately in confiscation of all real property of the State and destruction of land values in California, thereby producing economic ruin.

THE BOOK SECTION IN CHARGE FOR MAY

How many of you have read that delightful book on the early days of Wells Fargo, "Treasure Express"? If you haven't, better get it and read it before the May meeting because we are going to have Neill Wilson, its author, as our speaker on May 19. The Book Section is in charge of the evening and Mrs. Kimball will give the introductory five-minute talk on current events.

Mr. Wilson will tell us something of his experiences in writing the book and some of the curious facts about pioneer days he unearthed in his researches. After this taste of the old frontier, we will enjoy a short moving picture film, sponsored by the Westinghouse Electric & Manufacturing Co., on *New Frontiers*, which will give us a fascinating glimpse into the work which is being done behind the scenes in the research laboratories of one of the great electric companies.

DRAMATIC NOTES

We have not yet told you that we have *three* new members, Antoinette Choisser, Esther Bowles and Shirley Lane. We are so happy to have them with this group and feel sure they will not regret having joined.

On account of the Studio Show Tuesday evening, we will not meet again with Mrs. Hackett until the regular time in June. In the meantime you will receive the lesson sheets for preparation.

OPPORTUNITY

For alert business woman with sales ability to purchase foods advertising business in Portland. Business has prestige and is making money. Present owner forced to move to Bay Region because of husband's transfer here. Will arrange interview. Call THornwall 6083 evenings, or call club rooms.—Adv.

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Rates as low as \$2.00 per day
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 13

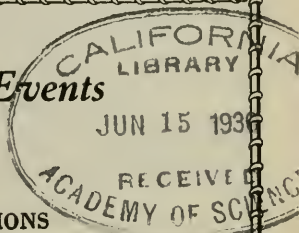
MAY 16, 1936

No. 20

Weekly Program



Coming Events



May 19—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.
Speaker, Mr. Neill Wilson.

May 20—Parliamentary Law, 6:30 P. M.

May 21—Choral Section, 6:45 P. M.

May 21—Thursday Open House, 8 P. M.

Hostesses

Margery Ethelle Shaffer, Chairman
Irene M. Bock Lorraine F. Graves
Lucy Thompson Gladys Elmore
Alice M. Jones Molly Gunn

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC NOTES

PLAY CONTEST—If you have not already submitted your play to either the Program or Dramatic chairman, you must do so by May 19 as the contest actively closes at that time.

STUDIO SHOW—We desire to thank the many members and friends who so willingly contributed to the success of our recent dramatic evening. Details of the show will appear in the next issue of THE BUSINESS WOMAN.

GENERAL—At a recent meeting of the Dramatic and Dancing Sections, ideas were expressed as to the type of show to be produced in October. We want the plans completed in June so that we may begin work immediately after school opens for the fall term. So keep in mind our next meeting. Also, let us try to have our dues up to date if possible.

CHORAL SECTION

Now is the time for all good Choralers to come to the aid of their party! We need each and every one of you to fill in the ranks! So don't fail us. You who have always been with us and you who have been hesitating, come now. The instructions are good and we know you will profit by them. May we expect you next Thursday at 6:45?

R. C. A.

Monday, May 18th—at the Curran, Helen Gahagan in *The Merry Widow*.

Monday, July 6th—at the Curran, Catharine Cornell in *Saint Joan*.

Sunday, May 24th—Sunday Pass Day.

GERTRUDE D. TUBBS, Recreation Chairman.

A RARE PRIVILEGE

Black Bart, Hank Monk, stage driver, Pearl Hart, a lady who was no lady, and Ma Langton, who handled her six-horse teams and was very much a lady, will live again May 19 when Neill C. Wilson tells us about **THIS WRITING BUSINESS**.

As newspaper and advertising man and now author of *Treasure Express*, Mr. Wilson has very definite ideas about writing as a means of making a living. He does spectacular things. He currently wrote advertising for Californians Inc. and the All-Year Club of Southern California; he shares with one other the experience of having stood on top of all the 14,000-foot peaks in California and Washington and for his own use he has made a list of one-syllable words which may soon reach print.

See it big and keep it simple, is Neill Wilson's motto. He should add, *and tell it so the audience splits its sides!*

For happy contrast the short talkie, *New Frontiers*, will be shown and our Zella Kimball is to give us five introductory minutes on current events.

The last program dinner before our Choral's Hawaiian Night and summer jinks. **LET'S ALL BE THERE!** CRYSTAL BALLROOM, WESTERN WOMEN'S BUILDING, MAY 19 at 6:30 o'clock. Reservations with Mrs. Burlingame.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

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EditorNancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

OFFICERS

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First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall
Honorary President, Lillian Palmer

DIRECTORS

Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

AM I A GOOD CLUB MEMBER?

1. Is the club MINE, or is it HERS or THEIRS?
2. If every member CAME AS REGULARLY as I do, what would the ATTENDANCE be?
3. If every member BOOSTED as I do, what would the club's REPUTATION be?
4. If every member GREETED the members as I do, what would the club FRIENDSHIPS be?
5. If every member PARTICIPATED in club ACTIVITIES as I do, what would the LIFE of the club be?
6. If every member PAID club dues as I do, what would the club's FINANCIAL standing be?
7. If every member GAVE THE SAME THOUGHT AND EFFORT THAT I DO TO BRINGING IN NEW MEMBERS, what would the MEMBERSHIP of the club be?
8. If every member WORKED as I do, what would the club ACCOMPLISH?

PATRICIA CALHOUN,
Editor, California Woman.

ANOTHER B. P. W. C. HONORED

Miss Agnes V. Bowyer has been elected president of the Co-operators Club. During the past several years Miss Bowyer has been an officer of the Co-operators, serving as secretary-treasurer, and vice-president. For a number of years she has taken an active interest in affairs of the City and County Federation of Women's Clubs, with which the co-operators is affiliated, and is at present a member of the Board of the Federation, serving as chairman of the Highways and Waterways Committee of that organization.

Miss Bowyer has also been a member of the Business and Professional Women's Club for many years, having joined in June, 1921.

CLUB NOTES

MARGERY SHAFFER

As vice-president of the California Republic Assembly and chairman of the Women's Division the San Francisco Assembly, Sylvia Kempton presided at a tea given at the Palace Hotel recently. Several hundred reservations were made to hear the outstanding speakers.

Minna Brown is on her way to Honolulu for the summer, partly pleasure and partly business. She left our midst April 24 and asked to have her BUSINESS WOMAN mailed there to her so she can keep touch with the activities of the club.

En route on the Overland Limited to New York Pearl Smith writes that she will be at the Hotel Barclay. We hear she expects to be gone several weeks and hope she has a very pleasant sojourn.

It is a revelation to see, in addition to all our activities, many of our members are able to attend the installation dinner of our sister clubs. Pearl Palmer and Irene Sheehan attended the Hayward Club. Reta Marshall and Leola Good to Alameda, and Charlotte McClelland, Ethel Johnstone and Gertrude Tubbs to Marin. Ethel Johnstone installed the officers of the Marin Club.

A jolly party was given in the Mural Room of the St. Francis Hotel in honor of Eleanor Lambertson's birthday. She had been invited with a friend to Foster's and you can imagine her surprise when she was instead taken to the St. Francis, where a number of her friends awaited to greet her and dine.

This is the time of year the great outdoors beckons, especially to the business woman who enjoys and revels in hiking, automobiling or ferrying. Lillian Elias is one who spent the week-end over Mill Valley with friends and had a glorious time.

Lena O'Connor brought her charming friend, Miss Callahan of Salt Lake City, to the club rooms last Thursday evening and with Nancy and Gurty they had a very interesting game of bridge.

We have just heard that Julia M. Robb is quite ill. At this writing we have no further report to make, but we all join in wishing her a speedy recovery.

Did you know we have a member who is the proud grandmother of seven children? The last grand daughter arrived May 2 at the home of Melissa Vries Van Doesburgh's daughter at Benton Harbor, Michigan. Congratulations! Now we are wondering if Melissa will not be figuring on vacationing in Michigan in order to get acquainted with this little bundle of love.

Lorraine Graves is departing very shortly on a trip to the Old South. She is spending her vacation with cousins and friends in and around Birmingham, Alabama. She has not seen them for a long time and is looking forward to a very happy holiday.

KNOWELLS IN 1936

HEAR YE! HEAR YE! THIS COURT IS NOW IN SESSION!

Enter the Supreme Justice of the Court, Edna Rowe.

SUMMONED to this court are all lovers of fun, all lovers of their fellow-beings; all good sports; all who like cards, picnics, buffet suppers, wiener roasts, sumptuous dinners, bizarre dinners, parties that are different; monopoly, charades, songs, and anything else that is social.

NCE you have accepted your summons it will
you exactly fifty cents for the fun. That fifty
ts for fun goes into the FUND which is to insure
earless future for club finances.

ERE is the scheme outlined: The Supreme Jus-
appoints sixteen deputies. Each deputy sum-
s eight assistants. Each assistant summons six
assistants. That completes the cycle.

DURING the month of June the Deputies alone
y entertain. After July begins, each assistant
y entertain at her pleasure until the cycle is com-
e. Be ready for your summons when it comes.
ept if you can. The only regrets anybody had
er the last Knowells were over was the regret for
parties one did not attend.

BEGIN to plan in your mind the kind of party
can give easily, indoors or outdoors, hiking, an
o caravan, a beach bonfire, an old-fashioned *sing*
ou will be able to think up something jolly and
thy of KNOWELL traditions. Begin to plan
y, but take no action until the Supreme Court
ies its summons.

WATCH THE BUSINESS WOMAN for further de-
s.

HAZEL OPPENHEIMER,
Chief Clerk of the Court.
ISABELLE BANZ,
ELIZABETH ADAMS,
Sheriffs.

HAVE YOU A HOBBY?

Our clever program chairman is planning a novel
ent for the July program dinner which is the
ual *Low Jinks*. It is a *Hobbies* program includ-
g a display of club members' hobbies. A committee
s been formed including Florence Attridge, Jo-
anna Heim, and Enaid Jones, chairman. It is the
ty of this committee to uncover the hidden talent
the club and to plan an exhibition of such handi-
craft and collections as can be easily handled in the
b rooms.

Perhaps you knit, crochet, embroider, paint, pho-
graph, cultivate choice flowers, work with crepe
per, or collect toy dogs, spoons, china, books.
ere are innumerable achievements which are not
urs means of livelihood so let us hear about them.
st phone to any member of the committee and talk
over with us, we may be able to offer helpful
uggestions.

COMMITTEE ON HOBBIES.

LET'S HELP

Many of our members go to Santa Cruz from
me to time, but the contacts are not as frequent as
e would like them on account of the narrow, curved
os Gatos-Santa Cruz highway. If this highway
ere improved, we would all be able to travel back
d forth often for club affairs, business, and
easeure.

A portion of this highway, which by actual count
one of the heaviest traveled roads in California,
as already been relocated and realigned. It is very
important that the northern end, from Inspiration
oint to Los Gatos, be completed at the earliest
ossible date.

Here is where we can be of help. Write to Earl
ee Kelly, Director, Department of Public Works,
acramento, urging that sufficient funds be included
the budget for the 1937-39 biennium for the com-
pletion of this Los Gatos-Santa Cruz highway. Also,
ave influential people write.

Here is a very vital way in which we may serve
ur community.

CHARACTERISTICS OF SUCCESS

To be able to make use of criticism without letting
it whip you.

To be able to do one's duty when one is not
checked up.

To be able to carry money without spending it.

To be able to bear an injustice without retaliating.

To be able to keep at the job until it is finished.

The City Builder.

THE "GREB-BIE" SHOP

Is running over with a fine assortment of
lovely dresses and gowns of all descriptions

You'll find just what you want for

Any Occasion

And there's Greb-bie herself ready and
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on approval

Did you see those beautiful prints?

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Shampoo, Finger Wave and Rinse 50¢

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SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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EXbrook 4234

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Dear Girls:

I am still in the travel business; going to the
big city every Thursday to pick up information,
tickets, etc., for my clients. If you are thinking
of a trip, just send me a card, telling me where
and when to meet you on the following Thursday,
and let's talk it over.

I thank you.

MARY D. CROOKSTON.

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ANGELO J. ROSSI, President

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THURSDAY NIGHT, MAY 8

Our special night to commemorate Mothers' Day was indeed a success. It was a pleasure to greet the mothers of our members and wish each one love and happiness throughout the coming year and to present them with lovely corsages.

The program in honor of Mothers' Day was perfect. We had the pleasure of hearing Claire Ingham recite a story of mother love. Josephine Rudasill, accompanied by Dorothy Nounnan, sang that beautiful song, *Mother*. We listened to a very interesting letter received from Marion Morris' mother in Pennsylvania, as well as greetings from the State President.

The grand surprise of the evening was our introduction to Olive West, an NBC artist, a most delightful person. Incidentally, don't forget to listen in on Hawthorne House on Monday night, as Miss West happens to be Grandma Liston. She recited a poem of her own composition, to the great delight of all. The Mothers' Day cake was so beautiful that it seemed a pity to cut it, but in order to partake of this goodwill cake and enjoy it to the full it had to be eaten. Our president was elected to do the noble deed of cutting the first piece.

May we thank the very thoughtful people who so kindly donated our Mothers' Day favors and delicacies: Nan Lawrence for our lovely Mothers' Day cake, Bertha Dale for the generous donation of two home-made cakes, Belle Banz for the prizes, Hazel Oppenheimer and Edith Floyd for the corsages, Elizabeth Dutot for the gay colored flowers that decorated the club rooms, Jeanne Doub for the much-needed playing cards, and also Jessie McKenney for playing cards.

Do not forget to save Thursday evening, May 28. President's party in honor of Marion Morris.

LUCILLE CAESAR.

ON TO TAHOE

Now that the State Convention will soon be history, let us turn our thoughts to that beautiful *Lake of the Sky* and plan to spend a part of our vacation in the lovely environment, enjoying the wonders of nature, the fellowship of many leaders and members in our organization, the delights of life in Tahoe Tavern, and the many thrills that are sure to come to those who will attend.

Many of our members have already made their reservations and you had better hurry as the capacity of the Tavern is fast being filled. Later we will tell you more about the details, such as clothes to take, etc. But plan now to go and make your reservations early. You may write direct to: Alice McAndrews, publicity chairman, P. O. Box 2445, Reno, Nevada, or ask Mrs. Burlingame to do it for you. Nan Lawrence will be glad to arrange your transportation if you ask her.

DELEGATES AND ALTERNATES

The following delegates were elected to represent the club at the State Convention at Coronado: Frances Raymond, Ethel Johnstone, Elizabeth Adams, Lucia Steidel, Charlotte McClelland, Lillian Hall.

The following alternates will attend: Zilfa Estcourt, Gertrude Tubbs, Lucy Cobb, Mary Bear, Margaret Dailey.

The president, Marion Morris, is delegate by right of her office.

GERTRUDE D. TUBBS, Secretary.

DANCING SECTION

Just to remind you of the next class—Friday night at 7:30, in the club rooms. Our work from now on must be very definite with the annual show work toward. Also, let us try to have our dues to date if possible.

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We cater to the business woman
Duart Permanent Wave.....\$5.00
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Shampoo, Wave and Rinse..... .50

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

MAY 22 1936

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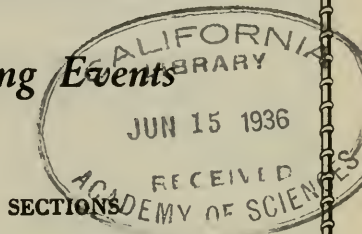
MAY 23, 1936

No. 21

Weekly Program



Coming Events



May 25—Civic Section, 7:30 P. M.
Health Lecture, 7:00 P. M.

May 26—Dramatic Section, 7:30 P. M.

May 27—Parliamentary Law, 6:30 P. M.

May 28—Choral Section, 6:45 P. M.

May 28—Thursday Open House, 8 P. M.
President's Party.

Hostesses

Anita K. Mayer, Chairman

Lydia C. Rogers
Louise C. Buck
Ora H. Demick

Lillie E. Anderson
Flora Shaw
Edith Nelson

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

There will be two lectures on Monday evening, May 25, 1936.

The fifth lecture in the series of health talks, which Dr. Frieda L. Kruse has arranged for us, will be given in the club rooms on Monday evening, May 25, at 7:00. We are to have the privilege of having with us as guest speaker Dr. Ethel Owen, who is one of the ablest members of her profession, and who has chosen as her subject *Chest Conditions*. We all realize the importance of this subject to the indoor woman.

Following the talk by Dr. Owen, our own member, Lenore D. Underwood, an attorney, will talk to us on *Taxes*. She has made an intensive study of this subject, and will discuss it from many angles,—who pays the taxes, what is levied upon, how they are handled, bonded indebtedness (with some interesting examples), the number of taxing agencies and overlapping,—with the object of awakening the minds of the people and making them tax conscious and aware of conditions that exist in California. This is one of the most important problems before us today, and is one that we must solve so that we shall be able to vote intelligently on the four measures pertaining to taxation that will appear on the ballot in November. This talk will begin at 7:30.

EDNAH M. BUTLER, Chairman.

R. C. A.

Sunday—May 24: We must see that Van Gogh Exhibit at the Legion of Honor. For those as has, another view will be welcome; for those as has not—a thrill awaits. Factual: The Exhibit whilst at Philadelphia, for one month, had an attendance of

47,000; at the end of two weeks in San Francisco, over 85,000 had registered. We will go early to enjoy in comfort. Buy a Sunday pass—20¢—barge to a Sutter Car, either No. 1 or 2 and alight at 33rd and Clement, the entrance to Lincoln Park. There are benches for early birds. Time to meet 10:30 — SHARP! When culture has reached saturation, the tummy will clamor. We'll hie to Fishermen's Wharf (it will be the last day of their Festival) and re-fuel. Thereafter, pass in hand—who knows hence!

Monday—May 25th. At the Geary, Gladys George in "PERSONAL APPEARANCE." This is a night of comedy. Price—55¢; Tickets—right now!

Monday — July 6th. Extra Special: Katherine Cornell in Saint Joan. All critics rate this the finest show on Broadway this year. At the Curran and the price \$1.10—in the gallery! Tell me now, if you are coming.

GERTRUDE D. TUBBS, Recreation Chairman.

INVITATIONS

We are invited to attend the eleventh birthday dinner and installation party of the Richmond Business & Professional Women's Club, May 25 at 7 o'clock, at the Hotel Carquinez, Richmond. A good dinner and good program are assured. Dinner \$1.00 plus tax. Make reservations with Mrs. Burlingame.

The Women's Traffic Club of San Francisco will be happy to have you and your good friends join them for luncheon and bridge, Saturday, June 6, 1936, at 1 P. M., at the Richelieu Hotel, Geary and Van Ness. Price \$1.00 plus tax. Please make reservations early with Mrs. Burlingame.

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Honorary President, Lillian Palmer

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Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

CHAIRMEN OF STANDING COMMITTEES

House Florence Calderwood
Membership..... Ora Hawkins Demick
Program..... Clotilde Grunsky
Reception..... Minnie E. Korn
Publicity..... Grayce Dempsey

CHAIRMEN OF COMMITTEES AND SECTIONS

Book Zella R. Kimball
Choral..... Phoebe A. Wramp
Civic..... Ednah M. Butler
Dinner Hostess..... Jean E. Kerrison
Dramatic..... Elsie P. Fear
Education..... Clotilde Grunsky
Finance..... Amanda T. Heuermann
Health..... Dr. Frieda Kruse
International Relations..... Polly R. Hatch
Legislation..... Zella R. Kimball
Magazine..... Zilpha Estcourt
Public Relations..... Ednah Butler
Radio..... Genevieve Allen
Recreation..... Gertrude D. Tubbs
Remembering..... Sylvia Kempton
Research..... Phillis Bourne
Sunshine..... Matilda J. Schimpf
Transportation..... Nan G. Lawrence
Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant:
Bookkeeping machine operator (open to men and women). Salary, \$100 a month. Age limits, 21 to 45 years. Examination June 6, 1936.

CLUB NOTES

MARGERY SHAFFER

Cathryn E. MacLean wishes to be remembered her friends in the Club and also asks us to change her address in the roster to 2204 N Street, Sacramento.

Can you imagine anything more beautiful in this time of year than living in a colonial home reached through a drive of linden trees and flowered located in one of the lovely estates of Atherton. *The Lindens*, an appropriate name for such a setting is where Bertha Stalder is now living, and her address, to be exact, is Box 287 Atherton Avenue, Menlo Park. We shall miss Bert at the club, but hope she will be with us whenever possible.

At this writing we regret to report that Julia Robb is a very sick woman. She is at the St. Francis Hospital but not allowed any visitors. Everything being done that is possible to give her every comfort and care so all that is left for us to do is to give her our spiritual support.

Kindly change Anna Knief's home address in your roster to 735 Taylor St., the Biltmore Hotel.

A few lines from Adelaide Mason, who at this time is in Los Angeles, tells how much she enjoys our *Business Woman* for it does contain so much news and items of interest in such a small space. In sending her best regards to her many friends in the club she says she is looking forward to the time when she can be back with us. We shall be happy to greet Adelaide at anytime.

Marion Morris was the only member of our club who had the privilege of attending the Berkeley Club's installation brunch held at the Berkeley Women's City Club on April 26. Marion says it was a most unusual and outstanding affair and a pleasure long to be remembered.

Shirley Radke has returned from her delightful trip to the Canal Zone. We had hoped to hear about it Thursday evening but other things prevented her at the last moment from being with us. We are hoping to hear about it soon.

Kindly change the address in your roster of Cecilia Hamilton (Mrs. W. B.) to Keystone Apartments, 1369 Hyde Street. In her little note Ceil sends her love to all her friends in the club, and how well she knows our kindest thoughts and sentiments are with her too.

Helen Benioff has recently returned from a trip to China and Japan. More about this in the next issue as Helen is a traveller who gets the most out of her trips and always has things of interest to tell us about.

Mary has a new tight skirt,
So neat, so bright, so airy;
It never shows a speck of dirt,
But it surely does show Mary.

STUDIO PLAYS

Were you ever asked to report a Studio Play where the number merited front page comment and you were restricted to a few lines?

Sit, as we did, beside two small boys when in *It Happened between Trains*, Ingeborg Fern neatly dressed Nancy Foster whose screams turned our blood cold, and you will get our meaning. Gertrude Hobbs, as sheriff, was a riot and stole the show. Leave it to Gurty to put the best she has in anything she does. And a play just would not be a play without clever acting of Lillian Elias and Belle McDonough. It was all so realistic for the moment we forgot they were only acting.

The Choral Section was ably represented by Julia Peterson who contributed two charming solos. She was accompanied by Dorothy Nounnan.

In *Open Windows* Charlotte McClelland, as ever, was queenly and beautiful, despite the fact that she was about to kidnap another woman's husband. Josine Rudasill made such a coy and petite French girl and we wanted her for our very own and Antonette Bissler carried out the role of aggrieved wife perfectly.

Anita Mayer, who has a remarkable memory, carried us with her down the garden path of memories until we too became part of the pattern and there were tears in our eyes; but not for long. *The usual Way*, given as an encore evoked much mirth. Mrs. Mayer, wearing a white wig and gown of the decade presented a very lovely picture and sufficient credit can be given her for her superb rendition of *Patterns*.

The *Flying Grandmother* may be termed a comedy but it surely impressed us with the fact that today we no longer think in terms of age but of what we can achieve. And Rose Bezek was so adorably natural and withal patient with the younger generation that she won our hearts. Enaid Jones may have been a spoiled daughter but anyone as pretty and handsome as Enaid appeared could well afford to be. Shirley Lane and Esther Bowles interpreted their parts equally well and any ill-conceived viewpoint could be forgiven in their exquisite charm of youth. Ellie Kuck was such a perfect maid we wished she a prize could be available off the stage as well as on. To Elsie Fear, Chairman of the Dramatic Section, we are deeply grateful for her ceaseless efforts to make the evening the huge success it was and to each member of the section who gave so freely of her time and talent. The fine work of Mrs. Hackett was reflected in the entire program and must have been an inspiration to those who participated.

The make-up was so realistic that Ingeborg Fern was almost mobbed when she entered the private sanctuary of the fair sex in her tramp outfit.

So much talent was displayed that we wished we were quintuplets in order that we might belong to every section of the club if the Dramatic Section was a sample of the work being done. The Studio, which is admirably adapted to such a program, was filled to capacity.

PUBLICITY CHAIRMAN

Again we call attention to the importance of mailing your publicity early to insure its being printed. Mayce Dempsey's address is 1418 Leavenworth Street; phone, TUxedo 1846.

THURSDAY NITE

Another Thursday nite of fun and frolic. It was one of those quiet evenings, when bridge players play for the enjoyment of the game, and those that want to talk sit over on the sofa and chat to their heart's content.

There was a quite a bit of excitement about the Anagram game, and Susie Hicks was the cause of it all. Everyone marveled at the way she could spell out the words, especially when they had been started by someone else.

Mrs. Clara Morley, recently of Santa Ana and transferring her membership to our club, was our guest Thursday night with her friend Mrs. Emma Mahar.

That lovely mocha cake was the gift of Lena O'Connor.

Remember the night — Thursday, May 28. The Event — President's Night. Given by — The Thursday nighters in honor of Marion Morris.

THELMA.

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KNOWELLS

The first cycle of the Knowell round is now complete, as the supreme justice has appointed her sixteen deputies and they are on the job preparing for the first round of parties and the appointment of their assistants. If you accept the invitation of one of the sixteen deputies, that makes you eligible as an assistant and you will then have the privilege of entertaining six guests at your own pleasure and in your own way. It is as much fun to plan and entertain at a Knowell as it is to be a guest, so accept the responsibility of an assistant if you possibly can and get the full measure of joy from the experience.

The following deputies are responsible for the first sixteen parties and these will all be held during the month of June: Melissa deVries Van Doesburgh, Edith C. Floyd, Minnie E. Korn, Lydia Johnson, Lucia Steidel, Pearl Parr, Shirley Lane, Anna Knief, Lillie Kuck, Nan G. Lawrence, Betty Walton, Dr. Susan Harris Hamilton, Dr. Rae Morrow, Persia Briggs, Ethel M. Johnstone, Ora Hawkins Demick.

PRESIDENT'S COUNCIL

Results of questionnaires sent to the members of the affiliated clubs and subsequent surveys, caused the Presidents' Council, composed of representatives from thirteen business and professional women's groups in the city, to feel justified in experimenting with a vocational guidance bureau. They have opened an office in Room 517, in the Tilden Sales Building, 420 Market Street, and installed Mrs. Nina Henrichs in charge of their venture, which they have named the Guidance Bureau of the Presidents' Council. Office hours are from ten to one o'clock daily.

The chief concern of the Council is the woman of middle age. From the questionnaires, it was found that there were few office positions open to the older woman out of employment unless she is very highly trained and of exceptional ability. However, there are fields of endeavor wherein the older woman might make a place for herself.

The purpose of the Guidance Bureau is not to find jobs, but to confer with the women seeking them, talk over their possibilities and handicaps, and point the way for them to help themselves. Sometimes they can be shown how they can acquire the requisite training for a new position with little or no expense. Sometimes an opportunity can be pointed out of which the person most concerned was unaware.

An effort is being made to interest the individual members of the different clubs so that they will be willing to give advice and friendship to unemployed women looking for work in their especial fields, and any woman who feels that she may have something in the way of counsel or friendship to offer should get in touch with the Guidance Bureau in the Tilden Sales Building.

Efforts are being made also, by personal contact, to interest employers in the older woman; to show them that what she may lack in youthful vigor, she makes up in more experienced judgment, steadiness of purpose and other qualities; and that it is not always a sign of inefficiency when an older woman is out of work, but often circumstances over which she had no control.

The Presidents' Council was formed through the efforts of our own Civic Section. Let's all stand

behind it now. If you know a woman in need of sort of guidance given by the Guidance Bureau her about it. The Bureau needs help in advising any member who has time to do such work, so get in touch with Margaret Torreyson. Are you willing to give up a few moments occasionally to take a woman seeking employment about the requirements and the opportunities in your line, or to bolster up her morale?

LOUISE STIV

HONORARY PRESIDENT

We all know the wit, humor and originality of our Honorary President, Lillian MacNeill Palmer. So much ornamented scroll, ribbons, seal and everything, she writes to tell us about Emily Williams' illness. First Emmy decided on the Flu, then bronchitis with indications of skidding to pneumonia. The doctor prescribed an incubator for her so Lillian attended to this and, in addition, went to town for supplies, brought in wood, split kindling, administered medicine and COOKED. Incidentally, during the latter I remained original. During the generations too much obeisance has been paid to cookbooks. You CAN put baking powder into muffins after they have been in the oven,—you CAN cook asparagus and cauliflower in the same pot and have neither lose its personality. In closing her seal Lillian say her patient, under her care and that a trained nurse, is better and now it is time for her to take sleep and more sleep, after which she hopes to get caught up on some very much belated correspondence. In the meantime she sends her apologies and merely cries *forgive* to each and every one to whom she owes a letter.

Amos??? What became of him and who took care of him?

We are pleased to hear all is well with the household and hope Emmy continues to improve and gain her strength.

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Weekly Program



Coming Events

June 2—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

June 1—Civic Section, 7:30 P. M.

June 3—Parliamentary Law, 6:30 P. M.

June 4—Choral Section, 6:45 P. M.

June 4—Thursday Open House, 8 P. M.

Hostesses

Elsie P. Fear, Chairman

Susie Hicks

Madame DesFis

Mary Ryley

Floy Murphy Caesar

Nell C. Boardman

Phoebe A. Wramp

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

ALL ABOARD FOR A NIGHT IN HAWAII!

This is to be June 16—our next dinner meeting. Phoebe Wramp, the chairman of the Choral Section, will be in charge of the program in charge and if the forerunners give any indication, this is sure to be an outstanding evening. The dinner is to consist of specially prepared Hawaiian dishes. You who have eaten such a dinner will be reminded again of a dinner you had in the Islands. The program is unique for the occasion. Mark the date on your calendar—June 16. The price, \$1.50. Tickets may be had from Choral Section members or Mrs. Burlingame. Make your reservation early.

L. E.

CONVENTION MUSINGS

Hotel Del Coronado with its allure of beauty, old-fashioned elegance, and luxury, a fitting host to the Business Women's Convention of 1936. Good fellowship always predominates at our gatherings, but this particular assemblage seemed to accentuate this tribute.

Whilst all conferences have their aims and aspirations, this one exuded a powerful atmosphere of purpose. Gazing about the huge, circular convention hall, we were deeply impressed by this body of serious, interested and outstanding women. Our presiding officer, Carolyn Weber, held her meetings with a reason and the membership was never kept waiting unnecessarily. Resolutions and recommendations of the moment had full discussion by the group, the one of particular interest to our club being the recommendation for the holding of the 39 National Convention in San Francisco in that year, which recommendation received unanimous endorsement.

Lighter hours were buoyant; dinners of tempting foods; hats and noisy little gadgets for merriment;

community singing for better acquaintance; short addresses and the hours vanished.

Summing up, this 1936 Convention presented three definite features:

Excellent management; no sagging.

Harmony in all particulars; club proceedings; hotel hospitality; agreeable members.

Dignified purposefulness.

GURTY.

CIVIC SECTION

We are to have two lectures on June 1, 1936.

The sixth and final lecture in the series of health talks will be given in the club rooms on Monday evening, June 1, 1936, at 7:00. Our own member, Dr. Frieda L. Kruse, will be the speaker of the evening. Subject, *Social Diseases*. Every professional man and woman and every social worker realizes the menace that is lurking about us everywhere, but let Dr. Kruse tell the story in her own inimitable way.

Following the talk by Dr. Kruse, Mrs. P. D. Bevil, who is vice-president and director of Social Welfare and Legislation of the Parent-Teachers' Association, will talk to us on *Repeal of the Sales Tax and Single Tax*. She has devoted much time and attention to the study of this problem for the P.-T. A. and has a message for us. One authority on the subject says that taxation is only the successful effort of one group to make the other group pay the bills. Taxation is one of the most difficult problems before us today, but it is one that is intensely interesting. Let's know where the money comes from and how it is expended before the election in November, when we shall have to vote on four tax measures. This lecture begins at 7:30.

Come with your questions and participate in the discussion that will follow the lectures.

EDNAH M. BUTLER, Chairman.

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

EditorNancy Foster
 2299 Sacramento Street
 Associate Editor.....Betty Walton
 Contributing Editor.....Edith C. Floyd
 Club Reporter.....Margery Shaffer
 Accounting.....Ruth P. Shaw
 Advertising.....Marie Jensen

OFFICERS

President.....Marion Morris
 First Vice-President.....Amanda T. Heuermann
 Second Vice-President.....Hazel J. Oppenheimer
 Recording Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
 Auditor.....Reta W. Marshall

Honorary President, Lillian Palmer

DIRECTORS

Margaret Bell Nan G. Lawrence
 Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

STATE OFFICERS

The following State Officers were elected for the ensuing year, at the convention held at Coronado, May 15, 16, and 17:

President, Carolyn Weber, San Francisco.
 First Vice-President, Anne Leidendeker, Los Angeles.

Second Vice-President, Louise Jolly, Alameda.

Corresponding Secretary, Jane Fry, Stockton.

Treasurer, Mildred De Bolt, Bakersfield.

Auditor, Myrtle Bozwell, Hollywood.

GERTRUDE D. TUBBS, Secretary.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Income tax examiner, grade 1. Salary, \$170 a month. Age limits, 22 to 50 years. Examination June 13, 1936.

Income tax examiner, grade 2. Salary \$205 a month. Age limits, 25 to 50 years. Examination June 13, 1936.

District income tax examiner. Salary, \$250 a month. Age limits, 30 to 50 years. Examination June 13, 1936.

Institution bookkeeper, grade 1. Salary, \$115 a month and maintenance. Age limits, 21 to 50 years. Examination June 27, 1936.

Institution bookkeeper, grade 2. Salary, \$135 a month and maintenance. Age limits, 23 to 50 years. Examination June 27, 1936.

Institution bookkeeper, grade 3. Salary, \$155 a month and maintenance. Age limits, 25 to 50 years. Examination June 27, 1936.

All of the above open to men and women.

Institution superintendent's cook. (Open to women only.) Salary \$55 a month and maintenance. Age limits, 21 to 50 years. Examination June 27, 1936.

ATTENTION, MEMBERS

In accordance with Article XVI, Section 1 of By-Laws of the Business and Professional Women's Club of San Francisco, the following resolution is presented to the membership for action at regular business meeting to be held on June 2, 1936:

WHEREAS, it has long been recognized by health officials and scientists throughout the nation that excessive and unnecessary noise constitutes serious annoyance, discomfort, and nuisance, and produces positive ill effects to the health and well-being of persons affected thereby; and

WHEREAS, in the interest of public health and comfort, the Down Town Association has undertaken to co-operate with and support officials of the City of San Francisco in a campaign to bring to the public attention the nuisance and evil of excessive and unnecessary noise and to consider and recommend measures for the abatement thereof; and

WHEREAS, the Down Town Association is appealing to all organizations, clubs, and associations whether civic, social, educational, business or religious, and to responsible heads of business industry and to all our citizens in general, to join in this public movement and to co-operate fully with the effort to bring about an insistent public demand for the abatement of all unnecessary noise to the end that any required measures may be adopted through the pressure of public sentiment to issue on our streets and in the homes of our citizens the utmost quiet possible under modern conditions of city life; now, therefore, be it

Resolved, That the Business and Professional Women's Club of San Francisco hereby expresses its keen interest in this movement and will co-operate fully in this effort to rouse public opinion to the end that the evil of excessive and unnecessary noise be abated; and be it further

Resolved, That the President of the Business and Professional Women's Club of San Francisco is authorized to write to the Down Town Association advising them of the action of the Business and Professional Women's Club, and that a copy of this resolution be forwarded to the said Down Town Association.

EDNAH M. BUTLER, Chairman, Civic Section

CLUB NOTES

MARGERY SHAFFER

We are delighted to report that Dr. Gertrude A. Spriggs, who has been in Lomita, California, for some time, is back in San Francisco for an indefinite stay. Her address is the Matsonia Apartments, 64 Leavenworth Street.

A duo-celebration was thoroughly enjoyed by the Tatarian family the evening of May 20, when the pleasure of the occasion was to celebrate the twenty-seventh wedding anniversary of Mr. and Mrs. Tatarian, and also to announce the engagement of their middle son, who many of us had the pleasure of meeting. Heartiest congratulations to the bride and groom of twenty-seven years—and our best wishes to the young man and his fiancée.

A card from Lillian Hall from Coronado sends love to all the members. We miss our president. On account of business reasons, Marion Morris could not attend the convention, but a splendid delegation of Charlotte McClelland, Ethel Johnstone, Lillian Hall, Lucia Steidel, Jean Kerrison, Belle Banci, Elizabeth Adams, Gertrude Tubbs, Frances Effinger Raymond, Mary Baer, and Lucy Cobb represent the San Francisco Club. Caroline Weber, herself

ber of our club, says she wore with great pride corsage presented to her from our club. By the way, Caroline is now living in the South, but at this time we have not her address, but mail will be forwarded to her if sent to the old number.

Two weeks' vacation is being thoroughly enjoyed by Mrs. D. Roach Withers in the Sacramento Valley. After leaving her house in order and turning over her duties as program chairman to Zella Kimball, Mildred Grunsky departed for a vacation in the East. Going with her are her niece and nephew and they are going the central route to New York and returning about July 1st via the northern route.

After the close of the convention at Coronado, Charlotte McClelland is motoring through Ensenada, Mexico, then through the Grand Canyon, Salt Lake City, Bryce Canyon, and Virginia City, returning about the middle of June.

In a letter from Merrie England, Mrs. Dixon sends her love and best wishes to all the B. & P. W. girls. Harry M. Knight has moved to 755 Eleventh Avenue and her new telephone number is BAYview 0184.

ANOTHER TREAT

It would be writers who heard Mr. Neill Wilson Tuesday night should take heart, sharpen up their pencils—and their ideas—and go to it, for he says: *If you CANNOT be beaten, you WILL NOT be beaten!*

Mr. Wilson told us of his writing career from his earlier days, through his advertising experience, on to being the author of *Treasure Express*. All these gave him an appreciation of the printed word, made him convinced that words are but the tools of a trade and that the best words are the simplest. He advocates the use of the one-syllable word and says he fully expects an epitaph to that effect, so strongly he feels and speaks on the subject. About the book—far too modest is this man, for only a little of the content of this—to Californians, especially—most fascinating book. More he dwelt on his difficulties in securing his material. Information from early settlers was so difficult to obtain so often apt to be inaccurate and colored by many years of repetition. So he turned to the files of his early newspapers and many of his incidents related exactly as they were reported by the press of this day.

Finally, he warned those who would write a book of the tremendous amount of labor involved in the mechanics of producing a book, after one has the idea, the time, and the typewriter.

The chairman of our Book Section, Zella Kimball, brought us a message of interest from the Civic Education and urged everyone to attend the meetings of that Section, where taxes of every sort are to be studied and discussed.

When we watched a very interesting film, *New Frontiers*, which showed the tremendous progress of mechanical machinery and appliances. One marvels at the minds of men can create such huge monsters machines, which in their turn are bent to our service.

RESOLUTION

The following resolution will be presented to the membership for action at its regular business meeting to be held Tuesday, June 2, 1936:

“WHEREAS, Florence P. Kahn, Congresswoman from the Fourth Congressional District, has served in the United States Congress with distinction and is recognized in Washington as a shrewd, capable legislator; and

“WHEREAS, because of her seniority and prestige she is one of the most effective members of the House of Representatives; now, therefore, be it

“Resolved, That we believe the interests of San Francisco and particularly of the Business and Professional Women's group will be best served by returning Florence P. Kahn to Congress and we pledge our active support for her re-election.”

DRAMATIC NOTES

We wish to thank Nan Lawrence for reporting the studio show in the last issue of the paper. It was encouraging to us and we now start preparing for our next event with a great deal of enthusiasm.

Try to come to our meetings as regularly as possible. It really is important in order that we may work out our programs smoothly and to have continued harmony in our group. After all we should all know what is going on and what we are planning for the future, and your suggestions are necessary.

ELSIE FEAR, Chairman.

R. C. A.

Another happy-time Sunday. Absorbing art . . . via Van Gogh, at the Legion of Honor. How fortunate we to be part of a city with a background of appreciation for all the niceties of life; known the world over for this cultural understanding, we have the finest and the newest handed to us for our enjoyment. This exhibition has been an outstanding feature and we *did* endeavor to understand Van Gogh and his paintings as we studied and read and grew fatigued—and then et!—at Fishermen's Wharf, another of nature's glorious canvases!

Well . . . what next! Someone sed to me: “How about a swimming party?” O. K. by me! Wednesday Evening, June 3rd—come on along. Western Women's Pool—the only salt water pool in the women's clubs—meet at about 5:45 to 6, downstairs. I'll be a lookin' for you! We can eat thereafter, or run along home!

Monday—July 6th—that Katherine Cornell! *Saint Joan*—Curran Theatre—price \$1.10.

The Great Ziegfeld will return about June 8th or 15th—so we will have a party thereto for those as hasn't seen and those as has to enjoy again. Price 55c, and please let me know.

Toodle—oo—oo.

GERTRUDE D. TUBBS, Recreation Chairman.

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ON WHAT SHALL WE UNITE?

Voice of the Working Woman

We have been interested in the series of articles recently published in the *Independent Woman* under the above title. This week we reproduce the views of Rose Schneiderman, president of the National Women's Trade Union League, which presents the matter from a new and interesting angle:

Real economic security for all—as a trade union woman I place this as the social standard which I should most like to see women's organizations unite to obtain. I think higher salaried women too often allow their concern over the special discriminations against women in their group to obscure the more fundamental problem which millions of working men and women face—that of securing jobs with decent wages, decent hours, and decent living conditions. It is with this goal that the National Women's Trade Union League constantly concerns itself. In the past, splendid help has been rendered by women's organizations, making possible the enactment of many progressive state labor laws and some Federal legislation. Today such a goal includes in its realization nation-wide laws limiting the work week, minimum wage legislation, jobs or adequate relief for the unemployed, and the assurance to workers of their right to organize and bargain collectively.

As a second point in a joint program for women's organizations, I should propose no discrimination because of sex, but equality of opportunity and equal pay for equal work. Throughout their work history, women's earnings have been generally lower than men's, whether in industry, in office work, or in the professions. Coupled with this has gone a restriction in the fields of employment open to women. This situation must be remedied. Women can and must be assured educational and occupational opportunities to enable them to make the fullest possible contribution to society.

In naming the last joint goal for women's organizations, I am prompted by the experiences of women abroad. In two great European nations fascism has destroyed the achievements which American women most cherish. If we are alert today, our campaign must be defensive as well as offensive. We must protect the gains which American women have made, and be aware of any move to relegate women to *church, kitchen, and children*. The present tendency to remove married women from employment may be a step in this direction. The majority of married women who are working are doing so because unemployment or the low wage of their husbands makes their earnings necessary for family support. To remove such women from employment simply means to reduce these families to even lower standards of living. Moreover, discrimination against married women may be an opening wedge to an accentuated discrimination against all women. If women's organizations are alive to every such inroad on their rights, we can avoid in this nation the experiences of women abroad.

In conclusion, I should like to welcome this effort of the National Federation of Business and Professional Women's Clubs to work out specific goals on which women's organizations can agree. I should like to see this co-operation realized in more specific terms, joint committees established actually to work for our mutual goals.

ROSE SCHNEIDERMAN, in *Independent Woman*.

POETRY CONTEST

This is to remind you that the Book Section sponsoring a poetry contest for the Hobby Dinner, July. We know there are many members in the club who write and we want your contributions. Every contributor may submit from one to three poems using any theme or subject. A cash prize of \$5 will be awarded for the best poem. All poems should be in the hands of the chairman of the Book Section not later than July 1 so that they may be submitted to the judges for their selection.

ZELLA R. KIMBALL, Chairman, Book Section

MARGERY GRADUATES

Our club reporter is too modest to tell you that she has successfully completed her course in the California College of Chiropractic and is now ready for the old state exams. Margery graduated Tuesday evening at the commencement held in the Gold Room of the Fairmont Hotel, and what a sweet and charming graduate she was! We congratulate her upon her achievement and wish her great success in her chosen field.

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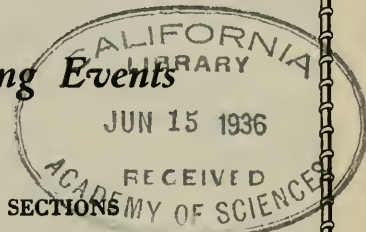
JUNE 6, 1936

No. 22

Weekly Program



Coming Events



June 8—Book Section, 7:30 P. M.

June 9—Dramatic Section, 7:30 P. M.
Dancing Section, 8:30 P. M.

June 11—Choral Section, 6:45 P. M.

June 11—Thursday Open House, 8 P. M.

Hostesses

Hazel L. Ramon, Chairman
Lydia Johnson Ludie E. Anderson
Eva Gregg Lydia Floan
Effie Gillespie

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BOOK SECTION

On Monday, June 8, 1936, we are to have the pleasure of hearing Polly Hatch review *The Living Jefferson*, by James Truslow Adams. This will be a real treat as this is an excellent book, and Polly all more than do it justice. We are also to have two recent plays reviewed by Estelle Kane—*Victoria Regina* and *Idiot's Delight*, the Pulitzer prize play this season. These plays will undoubtedly come to San Francisco and it will be to your advantage to have had Miss Kane's interpretation of these works. And don't forget to send in your poems before July 1 for the contest.

ZELLA R. KIMBALL, Chairman, Book Section.

DRAMATIC SECTION

The attendance at the Tuesday meeting was small the girls went to see Margery graduate.

Our president, Marian, was with us and submitted a play which she wrote for the contest, and we are looking forward to having it read at the next meeting.

An interesting résumé of the play *Pride and Prejudice* was given by Edith Lovell, as we were able to finish reading it at the last session.

Gertrude gave us a snappy talk about the *Merry Widow*, which many of the members enjoyed, this week.

Our chairman brought several plays to be discussed for the coming jinks. These will be submitted to Mrs. Hackett before the final selection is made. The next meeting will be June 9, 1936.

ELSIE FEAR, Chairman.

A NITE IN HAWAII

It is hard and strenuous that everyone in the Choral is working to make this an outstanding dinner meeting. Don't forget the date, June 16—you are to be transported on a *Western Isle* to the Isle of Hawaii in imagination. There will be a special menu prepared as well as music and entertainment. Make your reservations early. Tickets may be had from the members of the Choral or Mrs. Burlingame.

TEMPTING TRIPS

If one can judge from present indications, those attending the Western Regional Conference at Tahoe June 21, 22, 23 will enjoy the luxury of a private standard sleeping car, for all we require is fifteen reservations the night of June 20 to make this possible.

By way of information for those intending to fly, the United Air Line quotes a round trip to Reno for \$20.63 or one way \$11.46. And, incredible as it seems, the flight is made in ninety minutes.

The April 25 issue of THE BUSINESS WOMAN told of a trip to Alaska, leaving Seattle July 18; and now as an added attraction we are advised that Father Kashevaroff, Curator of the Alaska Territorial Museum, and the greatest living authority on Alaska history, will join the party at Juneau and give daily addresses. Reservations should be made immediately with Miss Lulu M. Fairbanks, 2100 Fifth Avenue, Seattle, Wash., and at the same time a deposit of thirty dollars made.

NAN G. LAWRENCE, Transportation Chairman.

The Business Woman

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Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
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Membership..... Ora Hawkins Demick
Program Clotilde Grunsky
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Transportation..... Nan G. Lawrence
Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NOTICE OF CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant:

Medical social service worker (open to women only). Salary, \$200 a month. Age limits, 23 to 40 years. Examination July 11, 1936.

Ruth Shaw and her friend, Miss Wells, have taken a suite at the Hotel Worth and are now very comfortably located. We count the Hotel Worth among our most appreciated advertisers and Ruth believes in patronizing our advertisers, especially when they can deliver as the Worth can.

CLUB NOTES

MARGERY SHAFFER

Through the cycle of years, Decoration Day again falls on a Saturday, giving the business man business woman an opportunity to close their day and get away to the country for a few days. Hazel Oppenheimer and her family are taking advantage of this time and spending it in Yosemite.

Nettie Smith, with a party, spent the week-end at both Sequoia and Grant National Parks. The parks are about ten miles apart and both have many beauties to offer.

Our newest club in the Federation with a membership of one hundred and fifty live, active women is the San Bernardino Club. We were delighted to have a visit last week from one of the members, charming Beulah H. Holcomb. It is a pleasure to have a privilege to have B. & P. W. members when in city drop in and visit us and see the club rooms which we are so proud.

We are going to miss our delightful member, Mme. Zona Amelia Desfis, as she is leaving for Chicago shortly and will not be back with us until about November 1. However, her many friends in the club can reach her at the following address: Suite 1430, Kimball Hall, 306 South Wabash Avenue, Chicago, Illinois.

Bertha Pierce is leaving the first part of June on her vacation, going first to Los Angeles to visit her cousin, and then to Tahoe in time to attend the Regional Meeting.

Following an illness of over a year, Winifred Black Bonfils, better known as *Annie Laurie*, passed away May 28. She was a life member of our club but her busy life in the newspaper world did not give her much time to be with us. Our deepest sympathy is extended to the family of this renowned woman.

Another member to be off on her vacation the first part of June is Cornelia Seeley. She is motor-ing down to Los Angeles and vicinity. Neil, as we affectionately call her, is due for this holiday at rest, as she has had a very heavy year at her office.

Margaret Torreyson is as busy as ever between her office, the court room, and speaking before various groups in the evening. Recently she spoke to an interested group of young women on the *Eight Hours Law*.

May your reporter take a little space right here and now to thank you for the congratulations and good wishes extended to her upon her graduation as Doctor of Surgical Chiropody?

A very happy week-end with her family on the ranch, in Sacramento County, was the pleasure of Amanda Heuermann.

Another member to motor to and through around the Sacramento Valley over the week-end was Lillian Elias.

We are very sorry to report that Michael Sullivan, husband of our Ethel Sullivan, was seriously hurt in an automobile accident. He was driving toward San Francisco from Santa Cruz when, in the rain, fog and darkness, he collided with the Barnes' Circus cavalcade and, as Ethel says, *it did not hurt the circus, but Mike was seriously injured, many bones broken*. However, we are delighted that he is on the road to recovery although it will be at least three months more before he will be able to leave the hospital. Ethel says *Mike*, as we call him, is allowing visitors and will be delighted to hear from any of their friends in the club. Best wishes from the B. & P. W. for a continued and speedy recovery. St. Francisco Hospital, Ward B.

At this writing we have no details, but Thelma Guire's mother broke her hip. Thelma left immediately for Fresno and the wishes of the girls of club follow her and we hope to hear a good report soon.

We missed Josephine Rudasill at the last open house and learned that Rudy's sister is in the French Hospital. She is getting along nicely following her operation and the girls of the club send her wishes for a speedy recovery.

LET'S PLAN FOR TAHOE!

June 21, 22, 23

We wonder how many of our members realize that one of life's most pleasant experiences awaits them at the Western Regional Conference to be held at Lake Tahoe, June 22, 23, 24. In the Western Region there are two hundred and sixty Business and Professional Women's Clubs and approximately eight thousand women. We still have nearly a month to get our house—or office—in order so that we may mingle with this inspiring group, meeting, as it will, in the diadem of beauty. Housed in Tahoe Tavern, rates for three days are \$16.75, including dinners, banquets and special breakfasts; and the same rate will prevail for those wishing to tarry a little longer. A registration fee of \$2.00 will be charged. Many will prefer driving their own cars. Some will, as they did to Coronado, while others may travel byhound or the Southern Pacific. A unique mode of transportation would be taking the River Lines from San Francisco to Sacramento and there on as you will. Undoubtedly many will go all rail, as this takes you directly to Tahoe, and should fifteen or more go at the same time, which presumably will be the night of June 20, a private sleeper will be at our disposal.

An opportunity to once again clasp the hand of Earl O. Williams, national president, will in itself justify the trip. We would suggest reservation be made early with Maude F. Dimmick, Regional Director, 97 Bell Street, Reno, Nevada.

Information pertaining to transportation may be secured from the undersigned.

NAN G. LAWRENCE, Transportation Chairman.

GOOD CITIZENS ON THE ALERT

Dallas cut down its deaths from automobile accidents by forty-six per cent in six months. The story of how this was done is described in a report which comes to us. Each luncheon club in the city was asked to designate a certain number of its members, invited to leading and outstanding citizens, interested in traffic control. The number thus designated, a hundred in all, were organized as the T-men, took the same oath of office taken by police officers and were assigned the task of reporting traffic violations. The T-men do not make arrests. Their identity is kept secret. They make their reports on special postal cards furnished by the city. Each is given a number and the reports are signed by number only. The owner of each motor vehicle involved in any violation reported by a T-man is sent a letter from the police department calling attention politely to the violation reported. All reports received are catalogued and filed. They enable the police department to take note of repeaters, those who continue to violate traffic laws regardless of warning. After three more reports on the same vehicle or the same driver, he is specially marked for arrest and the police arrest him in the first violation noted.

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EYES FOR THE BLIND

At a busy corner in a large city two women saw a man with a beautiful shepherd dog on leash stop at the curb for a moment, then quickly thread his way across through the tangle of traffic. "That must be a valuable dog," said one of the women. "See how carefully the man takes care of her." The other woman smiled and said: "A valuable dog, yes. But it is she who is taking care of the man. Look closely and you will see that he is blind."

That was one of the nearly two hundred educated dogs which are guiding blind people in various parts of America. If you have been so lucky as to see one of these dogs at work, you may have seen her do such amazing feats as estimating the height of an awning and leading her master around it if he was too tall to go under it; stopping before a hole in the street and refusing to let him step into it; or pulling him aside so that he would not bump into another pedestrian.

A blind person is often harrowed by loneliness and hopelessness. Frequently he develops imaginary fears which cause him to lose will power. Given a dog to guide him, the blind man almost always loses his fears, escapes from loneliness and may even become self-supporting as well as spiritually self-sustaining.

Not every blind person can use a dog. Some do not get along well with animals, and some are too young or too old. It is also true that not every dog can guide the blind. The dog must not only be of a certain breed but must also be of the right temperament, for there are lazy, stubborn or erratic characters among dogs just as there are among humans. Then it takes three months to train the dog for guiding, and usually a month to fit the blind person to use the dog. It is estimated that there are about ten thousand blind persons in this country who could be helped by having dog guides, and nearly a thousand who have actually applied for them but can't have them yet.

Many people have given generous support to the organization which trains the dogs, but more money is needed to enable more to be trained. You can become a member and take part in this splendid work by sending as little as a dollar, and as much more as you can afford, to The Seeing Eye, Morristown, New Jersey.

Woman's Home Companion.

PRESIDENT'S PARTY

Our open house night last Thursday was given over to honor our worthy president, an evening which had for its background a spirit of appreciation for the work she is doing in the advancement of our club.

The response of the members was both gracious and generous. Everyone entered into the spirit of the evening. The brief but interesting program was most enjoyable. Especial thanks are due to Miss Letty Collins, who sang a number of songs in a voice that recalled the memories of *Melba*, and to her accompanist, Mrs. Dorothy Nounan. No less enjoyed was the reading of original poems by Mrs. Dora Lawrence Cameron, member of the Berkeley Branch, League of American Penwomen.

An evening like last Thursday must of course have other tidbits. They consisted of delicious cakes and candies, which were especially prepared for the occa-

sion by Elizabeth Mowder, Irene Sheehan, F. Rowe, Dr. Crockett, and Rose Bezek.

Befitting to the occasion, tea was poured by president as a symbol that while our club consists of many, we are yet one in spirit and endeavor. was assisted by Past President Margaret Torrey

So many were present it is impossible within space allotted to this writer to mention all, enough space remaining, we wish to extend thanks to Judge Meikle for her presence. We know that it must have meant sacrificing something else for Judge Meikle to be present and her sacrifice is appreciated by all of us.

M. E.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 13

JUNE 13, 1936

No. 23

Weekly Program



Coming Events



June 16—Dinner, 6:30 P. M.

Western Women's Building.

Program Dinner—Nite in Hawaii.

June 18—Choral Section, 6:45 P. M.

June 18—Thursday Open House, 8 P. M.

Hostesses

Lucille C. Caesar, Chairman

Edith B. Lovell

Helen L. Mielke

Ingeborg Fern

Esther Bowles

Marie Wilkening

Josephine Clark

Please make dinner reservations early at Club Rooms, Prospect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Through inadvertence (synonym for stupidity) C. A. wandered last week. Nancy was vacationing, directed delivery to Betty—and I was dumb! What?

Tennie-rate, let me expound on swimming! Yep, everybody, theoretically, is just "crazy about swim-in' parties!" Factually, they are sane about them. announce a splash party and there is the old faithful, Elsie McLaren, and Muh! Last party, two past

presidents swelled my enormity: Ida Reed and Bertha Dale! Tanks, pals!

Sunday, the 14th day of June—that's Flag Day! We are going to take a sea voyage—we will land in Oakland; we will traverse Lake Merritt—perhaps take a ride thereon; enjoy the ducks, the burds! And we'll sustain the inner woman! Southern Pacific Ferry boat—at 11:40!

Still ballyhooing Katharine Cornell—July 6th!

GERTRUDE D. TUBBS, Recreation Chairman.

A GALA NITE IN HAWAII

We can't all visit Hawaii, but unbridle your imagination and be translated to that romantic Western Isle of Hawaii. Hawaiian musicians will provide colorful entertainment during dinner. A special program, featuring hula dancers; the Choral Section will sing in the language of Hawaii.

Come in costume, grass skirt, bathing suit, or the more prosaic costume of A Hawaiian tourist—but COME to the CRYSTAL BALL ROOM, WESTERN WOMEN'S BUILDING, JUNE 16 at 6:30 o'clock.

Tickets may be had from members of the Choral or Mrs. Burlingame.

Price \$1.50.

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IRMA BURLINGAME

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except Saturdays.

HOBBIES, HOBBIES, HOBBIES

The response to our first plea for exhibits for our hobby program has been most gratifying. Dozens of members have already caught the spirit of the July Program Dinner and have expressed their willingness to prepare something for our hobby party. However, there must be many more who would like to join in our fun. A little reflection on the part of some of these people will bring to light the fact that there are many activities that are really hobbies. Collections, knitting, dressmaking, embroidery, scrap books, cultivated flowers are all suitable for exhibition purposes.

Those who are willing to exhibit and who have not already been contacted by the committee may place their names with Johanna Heim, Florence Attridge, or Enaid Jones.

CONTEST ENTHUSIASTS, ATTENTION

Here's your chance to "get off your chest" your ideas as to what you believe women should concern themselves with, and, at the same time, get paid for it!

A new women's magazine, *Women's Digest*, 101 Hudson Street, New York City, published in about the same shape and size as *The Reader's Digest*, features many prize contests, one of them being \$25, for the best monthly letter reply to *What Ten Subjects Are of Foremost Interest to Women Today?*

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Student interne. Salary, \$25 a month and maintenance. Age limits, 23 to 40 years.

Senior interne. Salary, \$50 a month and maintenance. Age limits, 25 to 40 years.

Both of the above open to men and women. Examination June 20, 1936.

CLUB NOTES

MARGERY SHAFFER

Always ready for a day in the country, Dais Denis and her sister Violet spent the week-end at Myrtledale Hot Springs. They were fortunate to get the last stateroom on the boat as there were over hundred and fifty passengers aboard. Needless to say they had a wonderful trip.

We wonder if the boats going and coming from Honolulu pass near enough for passengers to wave across at each other in mid-ocean? Jeanette Douglas Bosley and her good husband have been vacationing for the past month at Waikiki and are homeward bound. Passing them on the way to the Islands is Rae Morrow, who is going for a month's visit with her niece, whom many of us have the pleasure of knowing.

Frieda Korn, who is enjoying a much-needed rest and vacation, was in Berlin the last time Minnie heard from her.

Dr. Adah Ruth Taylor's sister "Babe" came all the way from Fort Worth, Texas, to spend her four weeks' vacation here enjoying the hospitality of her sister and brother-in-law. A delightful week-end trip to Yosemite was one of the highlights in showing Babe the beauties of California.

To complete the required number of major credits in order to get her degree, Fern McGrath is again attending the summer session at the University of California. As Fern plans to live on the campus, she has leased her apartment to Cornelia Seeley, who is expecting to have her mother here for the summer to live with her. Here's hoping Neil's mother will come up and enjoy our club rooms and feel right at home with us.

The 1939 exposition will be called "Golden Gate International Exposition — A Pageant of the Pacific." There were three prize winners, each of whom will receive a season's ticket good for four admissions to the exposition, all concessions and exhibits. Many submitted only part of the name selected by the judges, and these honorable mention will be "opening day guests." Among them is one of our own members, Carmelita Woodworth, publicity chairman of the Palace Hotel. Congratulations!

Miss Helen E. Ward of Salinas, newly elected president of the Bay District, has appointed her committee chairmen. We are happy to congratulate Vivian Yarbrough on her appointment as publicity chairman and we know she will do a good job.

A much-needed rest and vacation is being taken by Ethel Maxwell. At this writing we do not know her plans for spending it.

Our editor, Nancy Foster, was missed from her place at the bridge table Thursday night — why? Well, Nancy took one week of her vacation and spent it down in Palo Alto with Shirley Lane, so we are told.

Our Persia Briggs—it was her birthday and ten of her girl friends celebrated with her at the newest and swankiest of restaurants—The Riviera. Belated greetings, Persia.

Upon her return from Fresno, Mrs. Melissa de Vries van Doesburgh informs that Thelma McGuire's mother is getting on nicely after her accident, but that Thelma expects to remain down there for a while. We shall miss this member who has always been so generous with her time and talents.

A TRIBUTE

limited space prohibits publication of the numerous notes expressing heartfelt sympathy to Matilda Kemp and family in the passing, on June 3, of a red mother, who lived and enjoyed every moment of her eighty-seven years.

Our club loses an ardent admirer, and to all of us especially the host of members who filled the dead, flower-bedecked funeral parlors, her memory will always be "A Sunshine Committee."

The Women's Traffic Club think they have a good plan and we agree with them, for at their next dinner meeting, June 18, Mrs. Helena Whitney Cass, of the late Brig.-General Walter Cass of Australia, will give an illustrated talk on *Kangaroo Land*. Since her husband's death four years ago she has contributed to the best newspapers and magazines and has broadcast from the National stations. Mrs. Cass was honor guest recently at a tea at the Women's City Club given by the English Speaking Union. Reservations for dinner, which is 85c, will be held at the Western Women's Club, and should be made with Nan Lawrence, but members and their friends are very welcome to drop in after dinner.

DRAMATIC NOTES

A very interesting program has been arranged for the next dramatic meeting, June 23 at 7:30. Let us be there early so that we can get over everything quickly. It will then be possible for everyone to rehearse ever so much more from the section meetings. The chairman will be greatly assisted thereby. Mrs. Hackett is now in her beautiful new studio at 1511 Gough Street, near Sutter. We know we will be glad to hear that she is very comfortable and happy in large, sunny rooms so artistically arranged.

correction—Last week THE BUSINESS WOMAN noted that our president, Marion Morris, submitted a play she had written for the contest; also that it was to be submitted to Mrs. Hackett for approval. The coming jinks were being discussed. Instead, the contest play was written by Clotilde Grunsky and will be produced for the Jinks in July; and Mrs. Hackett is helping us make our selections for the annual show in October.

ELSIE FEAR, Chairman.

DANCING SECTION

The next class is scheduled for Friday evening, June 26, at 7:30, in the club rooms. Miss Hanson will only be with us for *one hour* and if we do not come promptly and regularly, the section cannot accomplish very much, and each individual member will not receive the benefit she is entitled to.

OPEN HOUSE

Because of vacations and other activities, a small happy group spent another of those delightfully full Thursday evenings at our club.

We were happy to welcome two prospective members, Miss Hansen and Miss Heron, and hope they will feel well enough to decide definitely that they belong to us.

The committee was very grateful to Nancy Foster for helping with the refreshments, which consisted of light and delicious little open sandwiches and Mrs. Mmes. Desfis is on her way to Chicago and we are sorry to lose her even for just a few months. Miss Lowenthal will assist the committee from now on in her place.

E. F.

LAST MINUTE PLANS

If at the last moment those who had intended to drive to the Western Regional Conference at Tahoe (June 21, 22, 23) change their plans and have to go by rail, last minute reservations can be made with Nan G. Lawrence, Transportation Chairman, DOuglas 1760.

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NARRATIVE OF KNOWELL PARTIES

There is an original committee of sixteen, each girl on this committee giving a party for eight guests. Each of these guests is required to give a party for six more people. Each guest pays 50c to her hostess; this money is sent to Mrs. Burlingame, club rooms.

The parties can be anything: breakfasts, lunches, dinners, picnics, card parties, etc.

At the first party, if you get your list of eight guests who promise to give parties for six others, and wish to invite others, you may do so by charging the extra girls 50c each, as long as you have your original eight, who have promised to give parties; thus, the chain will not be broken.

The second group of parties must not begin until July 1, thus giving the original committee time to finish their parties.

Any questions will be gladly answered by the chairman. Call HEMlock 3400, Local 282, during the day, or DELaware 8499 after 6 P. M.

EDNA ROWE, Chairman.

We are rewarded as we go. We get a victory in every fight; we have a heaven in every sunset; we are paid by the hour, by the moment, by the breathing. We get what we can receive, we are rewarded according to our capacity.

JOSEPH PARKER.

ALONG OUR WAY

Of paramount importance to women is the Supreme Court's refusal to uphold the New York State minimum wage law, and an editorial appearing in the *Chronicle* of June 6, penned by David Lawrence, quoted Jane Norman Smith of the National Woman's Party, in a formal statement, as declaring it to be a *victory for women*, pointing out that the hotel and restaurant associations had publicly declared that if the laws were upheld in New York they would be obliged to discharge thousands of women employees.

Ample testimony, according to the statement, has been given in Ohio, Oregon, and Massachusetts that minimum wage laws resulted in the discharge of women and the hiring of boys and men. The statement adds:

"Mathew Woll, vice-president of the American Federation of Labor, stated on April 27, 1933, at a hearing before the House of Representatives Committee on Labor that, if male workers withdrew their opposition to minimum wage legislation 'they may well understand that they have again become serfs, not under domination of employers as such but of the nation.' William Green, president of the Federation, has voiced the opposition of organized labor to minimum wage laws for men on the ground that 'the minimum tends to become the maximum,' but they would not object to it for women. Women are wary of a gift that men do not want for themselves."

Mr. Lawrence tells us that the women of America may soon have to decide by their ballots whether they are to be treated hereafter as wards who require special protection, or as the equals of men, and that the rival candidates for presidential nomination may be asked to state their positions on some amendment to the Constitution which would give men and women *equal* rights throughout the United States.

A PIONEER

Pioneering the 1936 Knowell parties, Edith F. and Minnie Korn sent them off to a flying start Saturday evening, June 6, by entertaining their lotted sixteen Knowell guests, each of whom will turn entertain six guests on some occasion during the summer months. Several fortunate extras also invited to enjoy this lovely party in the lounge. It was an *old-fashioned party* with n. amusing games requiring skill and brain power, climax being a spelling match, engineered by G. We all fell before the prowess of Edith's sister Louise, who carried off the prize in spelling.

A luscious lunch and informal chatting around tables completed a happy evening.

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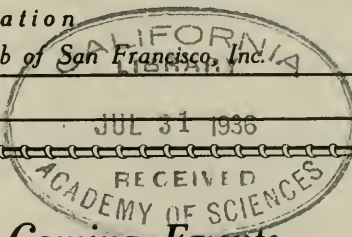
Official Publication

Business and Professional Women's Club of San Francisco, Inc.

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JUNE 20, 1936

No. 24



Weekly Program



Coming Events

June 22—Civic Section POSTPONED until
June 29, 1936.

June 23—Dramatic Section, 7:29 P. M.

June 25—Thursday Open House, 8 P. M.

Hostesses

Anna G. Reidy, Chairman	
Rose O'Brien	Barbara Greene
Irene M. Sheehan	Bertha M. Pierce
Lena O'Connor	Shirley Radke

June 26—Dancing Section, 7:29 P. M.

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

DANCING CLASS

Please—do not forget our next class with Miss
nson, Friday, June 26, in the club rooms at 7:29.
must know positively whom and how many we
to have for the routine on the jinks program in
y. Lena O'Connor is acting as secretary while
Morrow is away. Also, we are happy to an-
nounce that Florence Lewenthal has joined this
up, as well as the Dramatic.

DRAMATIC NOTES

We have promised an interesting evening Tues-
day, June 23, in the club rooms at 7:29. Therefore
expect a good attendance.

You should be looking forward to the July Pro-
gram Dinner and Jinks. The section will present
lever and original play written by one of our own
members, Clotilde Grunsky.

Last week our class with Mrs. Hackett proved to
be interesting and worth while. If you were not
able to receive the lesson sheets and will call the
chairman, she will send you copies. Our next class
will be held at the new Hackett Studio, 1511 Gough
Street—and we must have a good lesson!

ELSIE FEAR, Chairman.

KNOWELL PARTY HOSTESSES

If you wish *your* party written up in THE BUSI-
NESS WOMAN, please see that the editor is furnished
with a copy promptly, otherwise there is no means of
knowing about your activities.

CIVIC SECTION

For the reason that so many of our members desire
to attend the Western Regional Conference to be
held at Lake Tahoe on June 22, 23, and 24, the meet-
ing of the Civic Section has been postponed to June
29, 1936.

A very interesting and instructive program has
been planned for June 29, 1936. Watch THE BUSI-
NESS WOMAN for full details.

EDNAH M. BUTLER, Chairman.

R. C. A.

"My City Oakland!" She just do surprise! Life
is so brimming, unless there be an objective, we sel-
dom take stock of our sister city. Sunday last we
browsed around Lake Merritt—a gentle pool encir-
cled with lawns and shrubbery and attractive homes.
The flowers nodded colorful greetings, the birds
chirped hellos, and the ducks quacked "we too." We
rode on the funny little gig on the water and fancied
a gondola in Venice.

AND—Our dear friend, Jessie Eckles ('member
the perfect hostess chairman of 1928?) opened the
gates of hospitality and tea-d us. Such goodies after
our "hike" and then—what think you? A Burf-dy
Cake in honor of our birthday child, Daisy Denis.
Now I ask you—wasn't that a day for pals? And
there were 16 of us.

Sunday—June 28th—hold the day—we'll be
gaddin'.

Monday—July 6th—Katharine Cornell—Price
\$1.10. For those as said "put me down," I sez:
"Put up, by June 29," 'enuz, when I take delivery
of the tickets on the 30th—I gotta hand over seventy
dollars—plus!

GERTRUDE D. TUBBS, Recreation Chairman.

The Business Woman

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San Francisco Telephone, Prospect 8347

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2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

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Second Vice-President.....Hazel J. Oppenheimer
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CLUB NOTES

MARGERY SHAFFER

"Great was the fall thereof!" Although Lillian being from the country was not jay-walking this time, our honorary president had the misfortune to fall downhill and badly bruise her face, hands, and arms. The accident happened on Broadway, Lillian McNeill Palmer was totting a chair, stubbed her toe and there is the story. Our united wishes for a speedy recovery, and please do not do such a thing again!

Anna Knief is spending her two weeks' vacation up at Hoberg's, where she is making use of every moment.

M. Louella Payne sends best wishes to all our members and advises that she is now living at 4135½ Monroe Street, Los Angeles, so please change your roster.

Have any of you visited the Begonia Nurseries at Capitola? While spending the week-end with friends at Del Monte, Melissa de Vries van Doesburgh says they drove over to visit these nurseries, which are claimed to be the finest and largest known. Some of the blossoms measure five to eight inches across—can't you visualize the beauty of it all?

Have you been invited to a Knowell party yet? If not, don't be backward in coming forward. Let Edna Rowe, chairman, 40 Justin Drive, San Francisco, have your name and *she will do the rest*. They are heaps of fun, for a good cause, so let's go!

Thelma McGuire's address is now 2901 Olive Avenue, Fresno, California. Continued best wishes for your mother's speedy recovery, Thelma.

A delightful week-end was enjoyed by Violet Neuenburg in Yosemite. She and her husband visited Glacier Point, where it snowed, and upon their return to the valley it was raining—quite a contrast within a few miles of traveling.

Clotilde Grunsky sends greetings to everybody. She is having a marvelous trip. On their way to New York, she, her niece and nephew enjoyed the beauties of Grand Canyon, Zion and Bryce National

Parks, as well as the mountain scenery of Colorado. Vivian Yarbrough recently spent a week in Sacramento but is now back with her friends in the City by the Golden Gate.

1995 Turk Street, Apartment 3, telephone FR 3842, is May F. Riley's new address.

Grayce Dempsey, our publicity chairman, lives at 1418 Leavenworth Street, Apartment 5, phone TH 1846.

A number of our members planned to spend their vacations attending the Western Regional Conference at Lake Tahoe, June 21, 22, and 23. At the writing the following reservations have been made: Marion Morris, Gertrude Tubbs, Reta Marshall, Nancy Foster, Ethel Johnstone, Elizabeth Adams, Lucia Steidel, Lillian Elias, Ruth Shaw, Anna Mayer, Shirley Lane, Zella Kimball, Mildred Wright, Margaret Gillis, Bertha Pierce, Mary Ryley, Doris Grebinar, Mollie Gunn, Anna Reidy, Rose O'Brien, Nan Lawrence, and Dr. Crete Crockett. There may be others when it is time to start. Are we not proud to have such a splendid representation from our club?

We are delighted to report that Josephine Russell's sister is now home from the hospital and again regaining her health.

The Democratic Women's Forum held their annual meeting recently and we delight in reporting that three of our members were honored with high offices in the club: Naomi Hammond as president, Genevieve Allen, first vice-president; and Letitia Farmer, third vice-president. Congratulations to these three women in their achievement.

The Girls' High School Alumnae Association held its annual meeting recently, and among those elected to the directorate was our member, Lucille Cordover. Congratulations!

At the annual convention of the City and County Federation of Women's Clubs, Dr. Mariana Bertoni presented an emergency resolution to the pledge the clubs on "Enforcement of the Minimum Wage Law in California—whether or not it is considered Constitutional," as follows: "We reiterate our interest in the minimum wage law, and will do all our power to enforce it." Two points of opposition were raised. Helen Doble pointed out that "many business women's groups feel that the law discriminates against them," and Letitia Farmer, legal counsel for the federation, proposed an amendment pledging "support" rather than "enforcement" on the grounds that only courts can enforce. A joint committee to study the present status of this law has been organized and all club women are invited to take part in the committee activities.

Vera Briggs left June 13 to spend her vacation in Los Angeles, of course visiting wayside points of interest, too.

Hazel Oppenheimer and her husband left June 15 flying to Mexico City. They expect to return by the same mode of travel, June 27. The way things have started out, it looks like a prosperous summer for travel bureaus.

Elizabeth Dutot is away on another delightful motor trip, this time to the wonderland of the north—the Canadian Rockies, Seattle, and Portland. She expects to return the end of July. Best wishes for an enjoyable trip, Elizabeth. We shall look forward to hearing about your adventures upon your return.

Words are inadequate to express appreciation for the many thoughts, flowers, and expressions of sympathy in the passing of her mother, Matilda Schimpf wishes to thank you all from the bottom of her heart. Mrs. Schimpf, who has passed on to a finer

of existence, will always radiate love and py memories to all who had the good fortune to w this woman as mother and friend.
We shall be missing Pearl Smith for the next or four months as she finds she will have to ain in the East that long. However, she is keep- in strict touch with our activities through THE INESS WOMAN and says she will be glad to get e as "California suits me perfectly." At the e time, Pearl is enjoying every opportunity of ng New York and vicinity. Shelton Hotel, New k, is her address.

FIRST KNOWELL PARTY

on Friday evening, June 5, Laura Gleeson Bay- ther, one of our *newest members*, set the ball roll- for the club's series of enjoyable parties. Mrs. Bayreuther entertained her required eight club mem- bers at dinner in her lovely apartment on Fulton eet.

Her charming hostess served a most delicious din- to her very hungry guests. After the prelimi- course had been served in the living room, we heard one of the guests say "she was sure she ld eat nothing more," but we noticed that she ured her plate and was not the least bit adverse a second helping.

The table was beautifully decorated with a cen- piece of bachelor buttons in a white Chinese junk e set off by the loveliness of Mrs. Bayreuther's ton china. We assembled at 6:30 and sat long table. We just talked and became better ac- inted and were reminded of Robert Louis Steven- 's dissertations on *Talk*:

"... There can be no fairer ambition than to el in talk; to be affable, gay, ready, clear and come; to have a fact, a thought, or an illustra- , pat to every subject; and to cheer the flight of e among our intimates. . . . In short, the first y of man is to *speak*; that is his chief business this world; and talk, which is the harmonious ech of two or more, is by far the most accessible pleasures. It costs nothing in money; it is all fit; it completes our education, founds and fos- s our friendships, and can be enjoyed at any age l in almost any state of health."

At a late hour, we finally decided we had homes— hours had flown by very rapidly, and we were the to break the charm of our evening. Again, all say, "Thank you, Laura, for an extremely asant evening."

The Knowell parties are off to a good start judg- y from the success of the first one. B. J. D.

Correction: Owing to delay in reporting, news of the above *first Knowell* did not reach us until this ek.

ANOTHER KNOWELL

One purpose fulfilled—"to *promote close and pful friendships among members*"—at Betty alton's *Knowell* dinner party on Saturday eve- ng, June 13.

If the required eight guests did not know each her a little better at the late end of this delightful ening, why, it was because Betty believes fine endships and companionship are promoted by the ying of games, as well as delightful chatter—and e ushered in Wollcott's Games of Words, which quires considerable concentration. Gertrude Tubbs oved most proficient and carried away the first ze, but Ida Reed was *consoled* for liking bridge tter.

THAT NITE IN HAWAII

After seeing and hearing the Nite in Hawaii, we feel sure that each and every one made a mental note to go there and spend several nites, as well as days. The atmosphere created by the music and decorations, dancing and costumes, made us want to take the next boat over and spend our vacation on the Beach at Waikiki.

Due to the untiring efforts of our chairman, Mrs. Phoebe Wramp, the program was entirely a Choral event.

To our director, Mrs. Dorothy Nounan, who gave us so much of her time for rehearsals, and helped to bring about the fruition of the evening, each and every member of the Choral extends to her a personal thanks at this time for her sincere and hearty interest.

The delicious pineapple juice was a contribution from the Hawaiian Pineapple Co.

Mr. Moseley of the Hawaiian Tourist Bureau sent us all those novel decorations at the speakers' table.

The Matson Navigation Company also contributed largely to the various decorations.

And those lovely dancers and the musicians, to all who contributed so graciously to complete the evening, we want to extend our thanks and appreciation.

CHORAL SECTION.

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THURSDAY

Thursday night proved to be one of those quiet, restful affairs when the bridgers enjoyed their bridge and the anagrammers their anagrams. The joy of the bridge players was enhanced by the appearance of several brand new decks of cards, donated by our president.

Miss Belle Oldermalt, of the United States Treasury, was present as the guest of Marion Morris, and we hope she liked us well enough to come again and eventually to join our ranks.

Thanks to the generosity of Thelma Baxter, one of our very newest members, the refreshments were very delicious.

At the open house on June 25 our hostess promises that we may have our fortunes told. Come out and have your past revealed and your future foretold.

Life changes—we solidify and define where solidification means loss of interest; and loss of interest, not years, is old age. DAVID GRAYSON.

IT DOES MATTER

This tendency to consider everybody else's interests more important than their own is one of the major expressions of women's inferiority complex. If they dared to believe in their own capacity, if they had learned that the price to be paid for achievement is not merely the sacrifice of oneself, but often the sacrifice of others, their achievements would appear less mediocre. When a woman believes enough in her own mission to be ruthless—a Mrs. Siddons, a Florence Nightingale, a Mrs. Pankhurst—then, indeed, something happens. But most women dread before everything else to "cause an upset" or inconvenience a family; and their work suffers.

I believe that this is one of the most formidable handicaps confronting women; but every outstanding achievement by a woman decreases it. When an Amy Johnson breaks aviation records, when a Madame Curie discovers radium, an Ethel Smyth composes a Mass, a Frances Perkins controls perhaps the most difficult government department in the American New Deal—then it becomes a trifle harder for young girls to tell themselves: "It doesn't matter. I'm only a woman." The possibility of achievement has been vindicated.

WINIFRED HOLTBY

in *Women and a Changing Civilization*,
Woman's Digest.

A Message for Women from G. B. Stern in an interview with Carol Bird, reprinted from *Tit-Bits*, London, appears in part as follows, in the June issue of *Woman's Digest*:

"I think we enjoy most the things we learn after we have passed forty because we are delighted to discover that, instead of dire calamities we have heard about, and *life being over at forty*, we not only still find life pleasant, but also have *new adventures*, making new friends, discovering new territory.

"At forty or a little after that age, I found that I could manage people. I made the pleasing discovery that I really enjoyed meeting them and that they in turn liked me. I found that it wasn't at all difficult to get along with people, to establish a swift understanding. *You can get fun out of people*. Meeting them is a real adventure. When you are going

to meet a new person you do not know what he will be like. It is fun anticipating the meeting, using your imagination about that person, seeing how the picture you have made of him compares after you have met.

"Living gets easier for many reasons. You grow more fastidious and selective about people, about your work, and do not make so many mistakes. You are no longer as careless or heedless about things. You learn, when you grow older, how to spend time only on certain people, on certain books, on certain kinds of work. You budget your time better. You learn more quickly what is not worth while.

"Yes, living gets much easier and more simplified when you are older. You learn not to mind what people say. *You fret less over trifles*. You have more time for things of the mind, for contemplation. You have much more leisure.

"You learn not to cross your bridges until you get to them, because at forty you know that you have, in the past, feared so many bridges that you never had to cross. You realize that you have worried over so many things that never happened.

We learn to look more to *today*, for, as we are told in the Sanskrit: "... it is *life*, the very life itself. In its brief course lie all the verities and realities of existence, the bliss of growth, the glory of action, the splendor of beauty;

"For *yesterday* is but a dream, and *tomorrow* is a vision. *Today* well lived makes *Yesterday* a dream of happiness, and *every tomorrow*, a vision of hope."

"Look well, therefore, to *this day*."

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Senior dental interne (open to men and women) Salary, \$50 a month and maintenance. Age limit, 21 to 40 years. Last day for filing application, June 27, 1936.

Assistant cashier-clerk (open to men and women) Salary, \$100 a month. Age limits, 21 to 35 years. Examination, June 27, 1936.

The hours when the soul is absorbed by beauty are the only hours we really live. To be beautiful and to be calm, without mental fear, is the ideal nature. If we cannot achieve it, at least we can think it. JEFFREY

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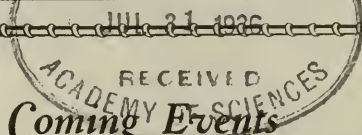
JUNE 27, 1936

No. 25

Weekly Program



Coming Events



June 29—Civic Section, 7:30 P. M.

July 2—Choral Section, 6:45 P. M.

July 2—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Irene M. Boek
Lucy Thompson
Alicie M. Jones

Gladys Elmore
Molly Gunn
Lorraine F. Graves

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Friday, June 26, 1936—8:20 P. M.

SYMPHONY ORCHESTRA
of the
FEDERAL MUSIC PROJECT
Works Progress Administration
Veterans' Auditorium Admission Free

R. C. A.

Next, cometh Sunday, the 28th, and another day cross the pond. We take the 12:40 Key Route boat the Ferry, lunching at Hotel Claremont—who, ng your appetite, the eats are goodie. The price is to 85c dependent upon your choice. It is beautiful in this spot and from thence we will go to the eek Theatre at 4 to a half hour of music by the deral Symphony Orchestra. Promises to be a day tranquillity and diversion.

Tuesday, the 30th, I procure the actual delivery our tickets to Katharine Cornell; 'course I've d my check for the reservation with them since ay 12th. So, you will be receiving your tickets next ek.

Monday, June 13th—at the Geary, another out- anding show opens, *Russet Mantle*.

Oh, and then on Sunday, July 19th, we will go to e opening symphony concert at Woodland Thea- e—and, to be sure, we'll to Ada's Tavern there- ter.

Heigh-ho!

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

On Monday evening, June 29, 1936, at 7:30, we are to have a round table discussion. Chapters of *Taxes and Tax Trends*, by Katherine A. Frederic, Secretary of the Department of Government and Its Operation of the National League of Women Voters, a publication intended "to promote the responsible action of citizens," will be reviewed for us by Polly R. Hatch, Estelle M. Kane, Letitia Rountree Farber, Dr. Crete Arnett Crockett, Zella R. Kimball, and Edith B. Lovell, and following this there will be a general discussion of the subject, in which you are invited to participate.

Taxation is one of the most vital problems before us today and it is most important that we give the subject careful consideration so that we can vote intelligently on the four measures pertaining to taxation which will appear on the ballot in the coming election.

In spite of the increasing tax consciousness of the average person, do you have any idea what the cost of government was for any one year, or do you know what your share of that cost was for any one year?

If you are interested in knowing the qualifications of good citizenship, come to the meeting of the Civic Section on June 29, 1936, and let us tell you where you may obtain free copies of questionnaire and answer booklets, which should be in the hands of every citizen.

EDNAH M. BUTLER, Chairman.

THE SUMMER JINKS PROGRAM THIS YEAR FALLS ON JULY 21 — SAVE THE DATE.

JUN 27 1936

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Executive Secretary

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ATTENTION, POETS

The Contest is open!

But where are YOUR RHYMES?

Still in your head?

Or forming in lines?

Get out the pencil

And strut your stuff.

Make this a contest

And not just a bluff!

RADIO CLUB

There is to be a new series of club broadcasts under the direction of the Radio Committee. Mr. Putnam of station KGGC has given us fifteen minutes on the first Wednesday of every month for our very own. It will be during the Fiesta Program at 10 A. M.

Rose Bezek will give a dramatic reading on our first broadcast of the series, which will be July 1.

The Choral Section was invited to sing over the same station Thursday evening, June 18, at 8:15 o'clock. They repeated Hawaiian selections from their program dinner of June 16.

On Friday, June 12, Mrs. Fred Benioff spoke on the Women's Institute of the Air, station KYA. Her subject was *Impressions of China*.

WILL YOU HELP?

One of the women who has made use of the Guidance Bureau of the Presidents' Council has evolved an idea and needs help to "put it over"—a Valette Service for \$5 a month—three hours a week of any kind of service the busy woman might wish to have done in her home—cleaning, mending, remaking, and restyling clothes, washing, pressing, cooking, catering, practical nursing—or name your need. If you can use this service, or if you know of anyone else who can, phone the Guidance Bureau, SUTTER 8854, or the Service itself, evenings WALNUT 4453.

CLUB NOTES

MARGERY SHAFFER

Marion Morris lost no time in taking over the new duties in connection with her appointment as the first woman to be official court reporter in the Superior Court. She was sorry that this came at a time which compelled her to cancel her trip to Tahoe, but because of the illness of several of the judges of the Superior Court it was found necessary for the new appointee to begin work immediately.

Judge Lazarus took his oath of office Saturday morning, and Monday morning at ten o'clock the new court was in session. The induction ceremonies were held at one o'clock Monday, a number of our members attending.

For six years Marion has been court reporter for our own Judge Theresa Meikle, and, in this position too, she enjoyed the distinction of being the only woman court reporter in the Municipal Court. It was through a wide experience that came to her with Judge Meikle that she earned this advancement to the Superior Court. Congratulations and good wishes, Marion.

Bertha Dale is far too modest to "broadcast" the honor recently bestowed upon her. A real record of loyalty in giving thirty years' service to the Pacific Gas and Electric Company is indeed one to be proud of. In honor of this anniversary a group of Bertha's associates tendered her a surprise luncheon, at which time a handsome diamond-set service pin was presented by her firm. Congratulations, Bertha, and in the words of Horace, "May your return to heaven be late," as your spirit of loyalty and friendship radiates in your presence.

A delightful summer vacation is anticipated by Helen Maguire. She left a few days ago for a trip to the South Sea Islands.

Thelma Gleason Baxter, one of our charming new members, is enjoying her vacation and upon her return we shall expect to hear all about it.

A very interesting six weeks' itinerary was planned by Phoebe Wramp. She left last week for Los Angeles, then to Grand Canyon; to New Orleans; Atlanta, Georgia; New York, through New England, and homeward by the Northern Route. She will spend as much time at each place as possible so will have a chance to take in everything of interest.

We are indeed sorry to say that Julia Robb is still very ill in the St. Francis Hospital. No visitors.

One of our members leaving for an extended trip is Melissa de Vries van Doesburgh. She is leaving the end of this month to visit her daughter and grandchildren in Benton Harbor, Michigan, and then to Washington, D. C., New York, Chicago, and in the interim expects to go to England and then return to Toronto, Canada, where she will stay for some time. Melissa expects to be gone a year and maybe longer.

GET OUT YOUR HOBBY HORSES

Hobby Night is coming! July 21 will be the date of our annual summer jinks and this year it is to be a HOBBY party. Everyone will be asked to come dressed to represent her hobby. There will be prize for the best costume, a grand exhibit of members' hobbies, and a program expressing HOME TALENT, including award of prizes for the best play and best poem, and the presenting of both. Some of it is ridiculous, some of it is serious, some of it is beautiful; ALL OF IT IS GOOD. Come prepared to relax.

UNDER HAWAIIAN SKIES

One may well have imagined ourselves under Hawaiian skies as we filed into the Ballroom of the Modern Women's Club, Tuesday, June 16. The atmosphere was all that could be desired considering the distance that separates us from that enchanted isle.

Our Choral Section, under the able chairmanship of Phoebe Wramp and the direction of Dorothy Mann, was responsible for this novel program. It started from the beginning, those of us who did not provide ourselves with leis were presented with leis as we entered the Ballroom. Many of the girls were in native Hawaiian costume, grass skirts and leis. The walls of the room were hung with travel posters presented by the Matson Steamship Company. Lights were dimmed and on the stage four Hawaiian musicians, under the leadership of Mr. Abe Keliiaa, tuned on guitars and ukuleles.

Around one large table was in the form of a horseshoe the officers of the club at the "head." This end of the table was distinguished from the rest by a fiber tampa cloth decorated with a replica of a hula hut. Garlands of orange nasturtiums outlined the horseshoe. Our president, Marion Morris, presided. Her lei was of fresh red carnations.

While dinner was being served, girls in grass skirts and garlands refreshed us with delicious pineapple juice, the gift of the Hawaiian Pineapple Co., and a famous island treat, poi (I'm afraid some of you will have to cultivate a taste for that delicacy). During dinner the musicians continued their charming interspersed with Hawaiian songs.

After dinner the program began. The Choral Section rendered four numbers throughout the evening: Hawaiian National Anthem, Song of the Island, Hula of Maui, and, as a finale, Aloha-oe. Olive Chauvin entertained us with two hula dances and finally appeared as Minnie Mouse to give us a lesson in the art of hula-hula. Josephine Rudasill sang Blossoms; Esther Whited danced a hula. Juliet Patterson and Kathryn Vasilapoulos favored us with two duets, Grebbie sang May Day in Hawaii. Mrs. Wramp made a fortunate acquaintance in a Hawaiian dancer, here on sabbatical leave, who has some very talented daughters. Two little girls, Luella Young and Betty Anne Tam, danced a hula to the enchantment of the audience. They were later joined by Mona Young in another hula; all gave generously of their talent and contributed richly to our enjoyment of the evening. Winona and Gertrude Young joined us with a delightful piano and violin duet. Everyone voted the evening a huge success, with hearty congratulations to Phoebe Wramp and her group. One member was heard to murmur: "This atmosphere makes me want to visit Honolulu right now."

As mementos, each guest carried away recipe booklets proclaiming the goodness of Dole Pineapple and a little Come to Hawaii booklet put out by the Tourist Bureau. ALOHA-OE. E. C. J.

In our kind of society when a woman ceases to follow the fashion of her hair, you guess that she has reached the CRISIS of her experience. If she goes to crimping and uncrimping with the changing mode, it is safe to suppose that she has never come against anything TOO BIG for her.

MARY AUSTIN.

If you know of any job of any kind, notify the Guidance Bureau of the President's Council, Sutter 54, or tell Margaret Torreyson.

PRESIDENTS' COUNCIL

If you have been reading the club news in the daily papers, you are acquainted with the progress of the Guidance Bureau of the Presidents' Council. This Council was started by our Civic Section. Soon we are going to have a program featuring the Guidance Bureau with the hope that every member will attend and become acquainted with this project and help decide what the club's attitude should be in the future toward this work. Watch for further announcements.

A friend is one who will tell you when you are wrong even though everybody else says you are right, but who will stand by you when everybody else knows you are wrong.

HENRY L. DOHERTY.

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but doll up NOW. Cover the discarded Morris chair . . . put a new drape here and there . . . and oh! what a difference! One of our members is enjoying her vacation at home because she did just that . . . Or if you prefer to make your old office new . . . and if you would know the secret, ask

MARGARET BELL

WAlnut 1181

Interior Decorator

A LAUNCHING

Skipper Shirley Lane of the *Gallant Sixteen* launched another ship of the Knowell fleet, home port Mayfield, June 13, 1936.

Due to the orders of Nancy Foster, the sun failed to shine, but Skipper Shirley and her sisters, particularly "Cookie" with her galley working overtime, made up for Nancy.

Skipper Shirley took all applicants on the bridge, and due to her prowess with the "asking bid" proved that she was master of the ship. However, graduating honors were awarded to Enaid Jones. Nan Lawrence was awarded a deck of cards for extra practice.

At 6 P. M. the newly graduated skippers boarded the launches, piloted by Rose Bezek and Mabel Clay, to return to San Francisco. Thus the *Knowell Fleet* Foster has added Skippers Ingeborg Fern, Nancy Foster, Nan Lawrence, Mabel Clay, Rose Bezek, Enaid Jones, and Lenore Dolcini.

MABEL CLAY, Reporter.

THURSDAY, JUNE EIGHTEENTH

'Twas another Thursday night, but how quiet and still everything—not even the usual preparations for bridge, but there was a reason—everyone was gathered around the radio, listening to a broadcast of the Choral Section over station KGGC. It was beautiful and their Hawaiian songs were lovely. We all thank Miss Clements for the loan of her radio, which gave us this opportunity.

We missed our hostess, Minnie Korn, so much that it hardly seemed like Thursday evening, but she very thoughtfully gave us a grand substitute, Margaret Bell, who, with her usual graciousness in the role of hostess, removed the semblance of something amiss.

We would like to thank those thoughtful people, Mrs. Bayreuther and Mary Ryley, for the delicious cakes and cookies and Edith Floyd for the tea bags.

And now, I am going to make a very interesting announcement about a man—Mr. Albert Fear is going to sing some grand old songs for us on July 2nd. Girls, save the date, and remember, it's a date with a man—I don't think you'll regret it.

LUCILLE CAESAR.

DREAMS AND VISIONS

Have the peoples of the world ceased to dream? Have they lost their vision? Charles Lummis tells us in his beautiful poem, *Top o' the Hill*:

"There's so much for dreams to do!
Sorrow he knew in every guise—
Found it came to make him wise.
Learned from *Failure*, all and each,
What Success could never teach.
Held the Old and faced the New,
Questing only for the *True*,
Serving the *Future* with the *Past*.
Turned a quiet smile at last—
As who should challenge a flickering heart,
We Had Our Share—*Did We Do Our Part?*"

Are women doing their part to educate man to the highest physical, mental, and spiritual attainments, or are they impeding progress by adopting the attitude that they may, with impunity, do all that man has done? Will our vision clear; will we become united on *vital problems* affecting our world and help to bring about right speedily universal brotherhood, love, and peace?

KNOWELLS

"Whose party are you going to?" "The barbecue one." "Oh, I want to go to that one." "H. you promised to give a party for six?"

"Sure. If I get a bid to the barbecue will I have to give another party for six?"

"You certainly will—else the chain will be broken and that must not happen."

"Well, I don't want to throw over the baked ham breakfast and I want to go to the barbecue. I'm just as easy to entertain twelve as six. Let me go to the barbecue and I'll give two Knowells. That's fair enough."

That's the way to handle any Knowell invitation that come your way. Accept them all and the responsibility that goes along with each bid during month of June. It is a heap of fun once the ball started rolling.

SUGGESTION: Get a neat little box and make a slit in the top. Slip in a four-bit piece of silver every once in a while. Then you'll always have the change ready for the Knowells. E. S.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant (open to men and women):

Deputy registrar of employers. Salary, \$150 a month. Age limits, 21 to 50 years.

Key punch operator. Salary, \$90 a month. Age limits, 18 to 40 years.

Last day for filing applications, July 11, 1936. Date of examinations, July 18, 1936.

Student Rules and Regulations, Unemployment Reserves Commission. Salary, nothing to \$100 a month. Age limits, 21 to 35 years. Date of examination, July 11, 1936.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

13

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No. 26

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ACADEMIC RECEIVED

Weekly Program



Coming Events

July 6—Civic Section, 7:30 P. M.

July 7—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

July 9—Choral Section, 6:45 P. M.

July 9—Thursday Open House, 8 P. M.

Hostesses

Anita K. Mayer, Chairman

Lydia C. Rogers

Lillie E. Anderson

Louise C. Buck

Flora Shaw

Ora Hawkins Demick

Edith Nelson

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Sunday last: A Bit of Heaven! Hotel Claremont and verandas, the group—all in unison. The concert at the Greek Theatre by the Federal Symphony Orchestra—a fitting climax to our Sunday.

Monday Night next—at the Curran! A theatrical event: Katharine Cornell in *Saint Joan*. If you are not a seat, take a chance—telephone me; I will have a return.

Monday Night—the 13th of July—at the Geary: Asset Mantle, said to be one of the *big hits* of the season in New York. Price—55c.

Sunday, July 19th: Symphony Concert at Woodland Theatre: One of those restful days in the green doors.

GERTRUDE D. TUBBS, Recreation Chairman.

PRESIDENTS' COUNCIL

The sort of things done at the Guidance Bureau: An applicant thought she could be a detective. The counselor, through the courtesy of one of the members of the Council, was able to get the director of one of the large local department stores to give information and instruction concerning store detective work to the applicant.

Free instruction has been given several women in the operation of unusual types of office machines, with the probability of this leading to their employment. Mrs. Henriehs, the counselor, hunted up these opportunities, made available because of business men's interest in the ideals of the Guidance Bureau and the clubs behind it.

An out-of-town member of one of the clubs has been corresponding with Mrs. Henriehs, and will come in to see her for further counseling upon her return to town.

WHEN—Friday, July 17, 7:45 p. m.

WHERE—Club rooms.

WHO—Lillian Palmer, Lillian Hall, Bertha Dale, and all of us.

WHY—To hear details about the Guidance Bureau of the Presidents' Council and to recommend action our club may take toward making this a successful project.

ADVANTAGE TO YOU—Your opportunity to forget yourself and help plan for others.

HOW—Come and see.

Auspices of Civic Section..

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

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First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
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Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grace Dempsey

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Choral.....Phoebe A. Wramp
Civic.....Ednah M. Butler
Dinner Hostess.....Jean E. Kerrison
Dramatic.....Elsie P. Fear
Education.....Clotilde Grunsky
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IRMA BURLINGAME

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NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Position vacant:

Calculating machine operator (open to men and women). Salary, \$100 a month. Age limits, 21 to 35 years. Examination July 25, 1936.

ALL ABOARD FOR THE SUMMER JINKS

You can't afford to miss hobby night, July 21, our all home talent program. The play itself would be worth the price of admission and it is only one of the events of a spectacular program. You are asked to come representing your hobby, although as usual, of course, fancy costume is not obligatory. A grand time will be had by all.

CLUB NOTES

MARGERY SHAFFER

This time of year folks think of the highway and by-ways, especially over the week-end. Je Kerrison and her sister, Mrs. McClain, had a most delightful boat trip to Sacramento, then on to Nevada City, returning home by boat also.

Lena O'Connor received a card from Dr. R. R. Morrow. Rae, after a very pleasant voyage to the Islands, is enjoying every minute of her time with her niece and friends. She expects to be gone about a month.

Babe Taylor, sister of Dr. Adah Ruth Taylor, has returned to her home in Fort Worth, Texas. She thoroughly enjoyed her short visit here that she hopes to return before long and get better acquainted with us.

Bertha Pierce had the misfortune to sprain her ankle while at Tahoe during the conference. At the writing she is back home but has to have the assistance of a cane to go about. Rather a sorrowful ending to her vacation, but we wish her a speedy recovery.

We have two more commuters in our club. It seemed funny to see Hazel and Stella Ramon watching their train schedule for Palo Alto. They, with their mother, are spending a month down the peninsula. This is not, however, their vacation as they come a little later in July, when they expect to take a trip.

Anne Attridge left June 26 for a delightful trip to Panama. The evening before her sailing, Enaid Jones invited a few of Anne's friends to a surprise party and bon voyage. Anne expects to be gone about three weeks.

Our editor chose the month of June in which to take her vacation, and is having a lovely time and peace of mind, as her associate editor, Betty Walton, has taken the helm for the entire month, and has done a splendid job. What say you?

Following the Conference at Tahoe, Ethel Johnson, her charming sister Elizabeth, Zella Kimball and Gertrude Tubbs drove over to see Pyramid Lake and visit a dude ranch. Having this desire gratified they drove back to San Francisco, a tired but happy group.

Josephine Clark is another to spend her vacation on the high seas. She is on her way to Tahiti.

Ellen Heady, one of our newest members, recently enjoyed a short stay in Sacramento. This young woman, being a proof-reader, is a great helper in watching for errors in our copy.

Within the past month we have had visitors in our club rooms who registered from the following places: Beulah H. Holecomb, of San Bernardino; Barbara Bateman, of Spokane; Edith Heron, of Sacramento; and Theo Purington, of Auburn.

Minnie Korn has been vacationing, but we hope to have her back to greet us Thursday evenings, although the pinch-hitters have been perfect hostesses.

Some months ago we reported that Margaret Gillis had purchased a new car. She is anticipating a real vacation to demonstrate that the car will have to obey her orders and take her up around Mount Lassen and that section.

Melissa van Doesburgh left last week on her trip, the itinerary of which was given in the last issue of THE BUSINESS WOMAN. Her new address is 90 Charles Street E., Toronto, Canada.

elene Maguire left last week for her cruise. Her stop will be Honolulu, then Pago Pago, Suva, Fanning, and Melbourne, then to Hobart and back a few days to Melbourne and Sidney, where she will board the ship for Tahiti, going by way of New York. She expects to be gone most of the summer. Mel Ray slipped quietly away to Reno and became the bride of Mr. William Burke, of Larkspur, June 13, 1936. Mr. and Mrs. Burke drove to the city of Washington for a visit with the bride's parents. They will be at home to their friends after July 1 at Larkspur. Our best wishes and congratulations are extended.

Corence Calderwood has returned to her Palo Alto home for the summer months. She is now in a Rose Grebinar's new house in Larkspur is fully taking form and she expects to occupy it by July 15. Grebbie is entertaining her sister from New York.

Mr. and Mrs. Hawkins Demick is spending July with her and her family on the cattle ranch he manages and also with his relatives in Northern California.

Mrs. Belle Loewenstein, with her husband, left for Los Angeles in June for Los Angeles and Chicago. Mrs. Loewenstein was parliamentarian of the Nurses' Convention in Los Angeles. She will attend a B. & W. convention in Chicago during July, where she also will be parliamentarian.

ARE YOU A THURSDAY NIGHTER?

Not, you are letting pass a golden spot in your membership, for Thursday Night Open House means the renewing of old friendships and the making of new ones. Could anything in life be more important?

Plans are now on, and so the gathering last Thursday evening was not as large as usual. To compensate for that, our good member Harriet Blockburger told our fortunes, but first we had to draw on the dotted line and promise to bring a cake some Thursday night—fair enough. Even the most game players relinquished their bridge hands to have their fortunes told, so now you know how very popular Harriet is at telling fortunes. Perhaps she will be asked to do so again to us. We hope so.

We were happy to welcome Frances Emmons, Bon Wilson, and Gertrude Tubbs, who stopped in to see us on their way home from the Conference at Lake Tahoe; also Mrs. Williams, the guest of Harriet Blockburger; Miss Eva Marie Laurendeau, the wife of Lena O'Connor; and Theo Purington, another guest. We hope to see them all some time next month.

What delicious chocolate cakes we had, one from Hazel Ramon and the other from Melissa de Vries Doesburgh as sort of a farewell tribute, for, as the BUSINESS WOMAN told us last week, she is going for quite an extended trip east and on to New York.

We also had impersonations, Hazel Ramon for Mrs. Reidy (on vacation) and the writer for Minnie Reidy. We missed them both. We also missed the singing of the Choral. They also must have been on the program. J. K.

HOW TO BE FAMOUS

at yeast.
check the course desired and mail.
endorse a cigarette.
answer in French.
make the *American Magazine*.
quote from the *Scrap Book*.
to West.

REGIONAL ZEPHYRS

Oh, 'bout 287 in attendance; pals from the seven western states commingling, exchanging plans, urging action; the Big Sister California heeding the needs of the smaller sisters and learning of the hopes of the morrow. Conference earnest and suggestive, minus dragginess. Some fine leaders in these clubs, wholesome and ardent.

Lots-a-fun, too. Trips in speed boats, slow boats, and machines, upon and around the Lake. Our gals on the eternal go—about 18 of us. Bertha Pierce keeping pace, sprained her ankle and, alas, the veranda was her locale thereafter.

About a hundred took possession of Cal-Neva one evening—gamblers in a big way—nickels and dimes!

California Night—stunts and odd costumes. We did our club proud with our contribution. Nancy Foster furnished the idea, which was enlarged ad lib by Anita and Gurty, and enjoyed by the audience, gaged by the applause. Short, snappy, and silly—*The Gathering of the Nuts*.

The Tavern exerted every effort for our comfort and convenience; food excellent and well served; aids to make our stunts a success were unending; the graciousness of the attendants was everywhere.

Alice McAndrews and Maud Dimmick of Reno were the instigators of the selection of this superb rendezvous and to them, all who attended are indebted. Whilst at Regional Meetings no definite action is taken upon any measures, yet the understanding, the contacts, and the pleasures go a long way to strengthen the links of our great organization. GERTRUDE D. TUBBS.

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A room, with or without board, in Marin County for vacations or the whole summer, or a house for the first two weeks in July.

Governess, knowing three languages.

If you have some up-to-date magazines you are finished with, the Guidance Bureau can use them. It would be helped a great deal by a subscription to the magazine *Occupations*, formerly *Vocational Guidance Magazine*, and by the gift of the book *Job Hunting and Getting*, by Clark Belden. Perhaps the Book Section could come to the rescue.

WAS, IS, AND YET-TO-BE

Was, Is and Yet-to-Be
Were chatting over a cup of tea.

In tarnished finery smelling of must
Was talked of people long turned to dust.

Of titles and honors and high estate,
All forgotten or out of date;

Of wonderful feasts in the long ago,
Of pride that perished with nothing to show.

"I loathe the present," said Was, with a groan.
"I live in the pleasures that I have known."

The Yet-to-Be, in gown of gauze,
Looked over the head of musty Was

And gazed far off into misty space
With a wrapt expression upon her face.

"Such wonderful pleasures are coming to me,
Such glory, such honor," said Yet-to-Be.

"No one dreamed, in the vast Has Been
Of such successes as I shall win.

"The past, the present, why, what are they?
I live for the joy of a future day."

Then practical Is, in a fresh print dress,
Spoke up with a laugh. "I must confess

"I find today so pleasant," she said,
"I never look back, and seldom ahead.

"Whatever has been, is a finished sum;
Whatever will be, why let it come.

"Today is mine. And so you see
I have the past and the yet-to-be;

"For today is the future of yesterday,
And the past of tomorrow, I live while I may.

"And I think the secret of pleasure is this,
And this alone," said practical Is.—*Selected.*

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Promise Yourself—

To be so strong that nothing can disturb your peace of mind. To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

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July 14—Dramatic Section, 7:30 P.M.

July 16—Choral Section, 7:00 P.M.

July 16—Thursday Open House, 8:00 P.M.

July 17—Special Meeting of Civic Section on
Guidance Bureau, 7:45 P.M.

Hostesses

Elsie P. Fear, Chairman

Susie Hicks

Floy Murphy Caesar

Mary Ryley

Phoebe A. Wramp

Nell C. Boardman

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

R. C. A.

Monday Night, July 13 — *Russet Mantle*, an out-
standing play of the last New York Season, with
Artha Sleeper in the lead. Geary Theatre. Price,
cents.Monday Night, July 20 — *Reflected Glory*, a world
premiere, featuring Tallulah Bankhead, a finished
dress with a London and New York background.
Oran Theatre. Price, 55 cents.Sunday Afternoon, July 19 — Opening Symphony
concert at Woodland Theatre, Hillsborough, always
rare occasion. Dinner follows at Ada's Tavern.

I await your inclinations.

GERTRUDE D. TUBBS, Recreation Chairman.

THANK YOU, BETTY

The editor wishes to express her thanks to Betty Walton for the efficient and clever handling of the paper during the month of June. Our vacation was doubly enjoyable because our beloved publication was in such capable hands, and each issue was a credit to the staff.

Betty's sacrifice was increased by the fact that her own vacation came during the last two weeks of June and it was necessary for her to make special arrangements about copy, proofs, etc., and to make several trips across the Bay to attend to her duties.

Such unselfish cooperation from our fellow workers is what makes service in our club a source of delight and Betty has earned our undying gratitude.

IMPORTANT!

Be sure to attend the Civic Section's Special Meeting on Friday, July 17, at 7:45 P.M. in the Club Rooms, when the President's Council and the Guidance Bureau will be explained by Mrs. Hendricks and others interested.

And then on July 21, that long-awaited and much talked about SUMMER JINKS and HOBBY PARTY.

Get ready to attend these two important events and get your hobbies ready for the latter.

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

OFFICERS

President.....Marion Morris
First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
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Honorary President, Lillian Palmer

DIRECTORS

Margaret Bell
Edith C. Floyd
Nan G. Lawrence
Enaid C. Jones

CHAIRMAN OF STANDING COMMITTEES

House.....Florence Calderwood
Membership.....Ora Hawkins Demick
Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grayce Dempsey

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

DANCING SECTION

No dancing classes until further notice! This announcement is based on the result of the questionnaire recently sent out to each member. However, there will be special rehearsals for the routine for the Hobby Meeting. Those taking part will be notified direct. Miss Hanson will be with us for the final rehearsal.

ELSIE FEAR, Chairman.

CHORAL SECTION

During the summer the Choral will hold regular meetings on Thursday at 7:00 P.M. All members are urged to be present to practice new songs for the Dramatic Show in the fall. Edna Rowe is serving as chairman in the absence of Phoebe Wramp.

Take this brief lesson

From the birds' swift flight:

Spirits that soar

Fear neither depth nor height.

CLUB NOTES

MARGERY SHAFFER

Many of our members planned delightful trip over the Fourth, making it a real week-end holiday. Enaid Jones visited friends at Inverness; Bel Banz and her mother went to Santa Cruz; Violet Neuenburg and her husband to Sacramento by boat and then by automobile to Lake Tahoe, where they will stay at Vagabondia Lodge for a few days.

Instead of Fern McGrath completing her course at Berkeley during the summer she decided to attend U.S.C. since it made no difference in obtaining her credits. Her address in Los Angeles is c/o Kappa Alpha Theta House, 736 Hilgard Avenue. Fern sends greetings to her friends in the club.

A delightful visitor was Miss Theo Purington, member of the Auburn, California, B. & P. W. Club. Her club has a membership of between 80 and 100 members, each one doing her bit to a successful culmination of club activities. Miss Purington was very much interested in our different sections and we were pleased to meet her and learn of a neighboring club.

Zona Amelia Desfis writes from Chicago that she is very happily located for the summer and wishes to be remembered to club friends, especially the choralers, a section in which she is deeply interested. Her Chicago address appeared in a recent issue of *The Business Woman*.

Someone asked *where does Minnie Korn live*. Here 'tis: 724 Leavenworth Street, phone PROspect 1086. Her office address is in your roster.

During the vacation of Mrs. Burlingame, Nettie Smith is pinch-hitting at the desk of our executive secretary.

Lillian Hall was recently seen with a group of friends enjoying a Suki-yaki dinner and is SHE adept at manipulating the chopsticks? She most certainly is!

Edna Rowe spent a week in Capitola recently, but while away she kept in touch with the doings of the Knowells. These parties are proving a pleasure both socially and financially. Have YOU attended one yet? If not, please let Edna have your name and she will do the rest. Her home phone is DELaware 8450; office is HEMlock 3400, Local 282.

Congresswoman Florence P. Kahn, on her arrival here from Washington, was greeted at the train by Violet Neuenburg, Minnie Korn and other friends. Mrs. Kahn will be here for some time and will be located at Republican Headquarters, 411 Crocker Building. Violet Neuenburg is secretary of the Women's Division.

Amanda Heuermann is enjoying two weeks' vacation. With her sister and brother-in-law, she motored to Northern California and Nevada to be gone one week. Upon her return to the city she will immediately leave to visit with her family on their ranch near Sacramento.

Margaret Bell is a real, honest-to-goodness bachelor maid. Her mother has gone to New York and will not return until the latter part of August. In the meantime Margaret is chief cook and bottle-washer.

Hazel Oppenheimer is receiving the congratulations of her friends on the first anniversary of her marriage on July 3. We add our felicitations to the others.

HI, THERE, STRANGER!

This caption means the members who rarely come to our Thursday Open House. We realize many of our group are vacationing, but there are many who love that old rockin' chair when they get home. As to this woman we say, come once or twice and what a splendid relaxation it is to *unlax* in our club rooms.

Last Thursday night, in addition to our president, Marion Morris, we enjoyed the presence of two past presidents, Charlotte McClelland and Sylvia Kemp.

The high spot of the evening came when our guest artist, Mr. Albert Fear, entertained us with a selection of songs. The beauty and resonance of Mr. Fear's voice showed years of training and it was a real treat to listen to his interpretation of well-known solos. He was most generous with encores, and we hope to have the pleasure of hearing him many times in the future.

A novel idea, instead of candy at the bridge table, potato chips, the gift of Belle Banz, were served and did they make everyone thirsty? But at that they were de-licious. The cake from Gurty Tubbs and crispies from Jean Kerrison, with tea brewed by Margery, put a fitting climax to another convivial gathering.

Toward the close of the evening, Mr. James Nunnan offered two vocal solos which were thoroughly enjoyed. Mrs. Dorothy Nounnan accompanied her husband and also our guest soloist.

COMMITTEE NUMBER 6 SIGNING OFF.

WOMEN AS CITIZENS

Miss Charl Ormond Williams reported at Tahoe the appointment of a committee of business and professional women to appear before the Platform Committee of both the Democratic and Republican national conventions to ask for a woman's plank.

The plank recommended was as follows: "Believing that aptitude, training and efficiency for the job are the only real measuring rods to use to determine the employability of individuals, we favor the repeal of Section 213 of the National Economy Act which is discriminatory in its application. We recognize that woman is an effective economic unit in American life and we deplore any policy which prevents her full contribution to society."

While the plank submitted was not included in its entirety a very definite advance was made in securing similar planks in the platforms of the political parties, and our National Federation is to be commended for activity along such constructive lines.

Many of the speakers urged us to enter the political arena before candidates were chosen, rather than have to choose the lesser of two evils when the time came to cast our votes. Miss Williams said that it was imperative that the women of the country back up women in public office whether of the same political belief or not. Too many times it is the women themselves that prevent other women from making good in public office. She recommended choosing a woman for a position and then prevailing upon that woman to run for office, and then backing her up in every way.

The fact was pointed out by many of the speakers that women will get what they go after and nothing more, but we must go with a united front and a determination to win.

OUR ADVERTISERS

We appreciate those faithful ones who continue to advertise with us even through the summer months and we are sure that our members make a point of patronizing them at every opportunity. We hope you do not fail to express your personal gratification for their patronage.

By the way, did you know that the Worth Hotel not only furnishes attractive and comfortable rooms, but also serves one of the best meals in town at a very nominal price? Some of our members report having enjoyed a most delightful dinner there on several occasions.

This is just another place to get a good meal in addition to Mary Eleanor's, Magic Cupboard and the Y. W. C. A. Be sure to mention *The Business Woman* when patronizing them.

SUMMER JINKS

The time is drawing nigh for the Summer Jinks and Hobby Party. Don't forget to prepare your hobby and plan to attend this enjoyable affair. The program committee has been working for months on this and it will be one of the most enjoyable affairs of the year. You cannot afford to miss it.

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DRAMATIC NOTES

The next meeting is Tuesday, July 14, at 7:30, and Mrs. Hackett has asked us to hold that meeting in the beautiful new Hackett Studio, 1511 Gough St., between Sutter and Bush Streets. We should not miss this meeting, for we know the value of the suggestions given us. Let the chairman know whether you plan to attend.

We thoroughly enjoyed the program of character sketches and the reading of *Fourteen* which Mrs. Joseph Haas rendered at our last dramatic meeting. She gave the numbers in a very charming manner, which was delicate, artistic and very finished. Our own Rose Bezek reviewed the new and modern play, *Ethan Frome*. It is a long play, unusual in its style and theme, but Rose made it so interesting that all who heard the review no doubt are looking forward to seeing the actual production.

The contest play is taking on definite form under the direction of Mrs. Hackett by Lillie Kuck, Florence Lewenthal, Shirley Lane, Antoinette Choisser, Helen Mielke and others we are not permitted to mention yet.

ELSIE FEAR, Chairman.

KNOWELLS

Dr. Hamilton's Knowell Dinner has come and gone, but the memory of it lingers on.

The unique invitations giving date and day and calling for costumes, bathing suits, shorts, slacks, pajamas, the more abbreviated the better, was followed to the letter. If you dared to come otherwise a costume awaited you. We taxied, motored, bussed or one-man carred to her charming home on Twentieth Avenue and as the men folk were invited to scram for the evening no limitation was placed on the abbreviations displayed. If ever the club holds a contest for the most shapely legs among our members we can say we saw them at our party.

An innocent pitcher of lemonade made its early appearance and one delicious quaff of its contents made the wheels in our heads go round and they spun until after the serving of the dinner's black coffee.

In the dining room a beautifully-decorated table awaited us and at our first service of avocado salad we threw Emily Post's book of etiquette under the table and dunked our bread into the delicious sauce in which the avocados were swimming. Fried chicken, cream gravy and all that goes with it and then came on the dessert, a huge pineapple with its green silken tassels which had been halved and hollowed out and stuffed with ice cream and other goodies followed by dainty cakes.

Laughter, fun, good fellowship were among the guests invited and all too soon the hours passed and as we bade Dr. Hamilton good-night we voted that no other Knowell Party could possibly have more fun or compare with the one we attended. Dr. Hamilton is truly a dispenser of good cheer.

Miss Lillie Kuck entertained on June 20 with a very delicious dinner, which was very much enjoyed by the guests. If these Knowells keep up at this pace we will all have to bid goodbye to our *girlish figures*, as it will be impossible to retain them and yet fully enjoy the repasts set before us.

After dinner Lillie entertained her guests with Dutch Whist, Edith Lovell winning first prize and Florence Calderwood the booby.

And another Knowell party is history. Sunday June 28, Ora Hawkins Demick invited a few luncheon to be her guests at her mother's home in Colma. Boarding the Sausalito ferry at 12:45, had a very enjoyable trip across the Bay and then to her mother's home situated on the hillside overlooking the Bay.

A delightful luncheon was served on the veranda and the gorgeous scenery made it truly the *scenic luncheon* to which we had been invited.

After luncheon bridge was enjoyed in the same beautiful setting.

At a late hour we again boarded the ferry and, voting Ora a truly hospitable hostess and thanking her for another pleasant Knowell.

A real *Way Down East* breakfast was the theme of Lucia Steidel's Knowell Party. She entertained twelve at her home the morning of June 28 at eleven o'clock breakfast. Delicious baked pork and beans with Boston brown bread were served. And ended another of these enjoyable gatherings.

Speaking of Knowell Parties, on Saturday, June 27, Pearl Parr entertained about thirty at her *shack* as she calls it, in Mayfield. Her supper consisted of *heaps* and *plenty* of delicious barbecued chicken and all the trimmings. Following this, the guests gathered about a campfire and related experiences. Before departing for home, watermelons were cut and did they taste good? Pearl was voted a model hostess in every sense of the word.

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Vol. 13

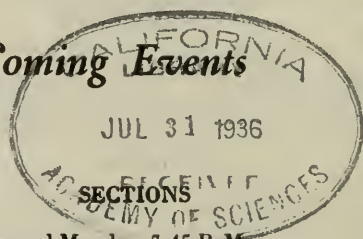
JULY 18, 1936

No. 28

Weekly Program



Coming Events



July 21—Dinner, 6:15 P.M.

Western Women's Building.

Summer Jinks and Hobby Party.

July 23—Choral Section, 7:00 P.M.

July 23—Thursday Open House, 8:00 P.M.

Hostesses

Hazel L. Ramon, Chairman

Lydia Johnson Ludie E. Anderson

Eva Gregg Lydia Floan

Effie Gillespie

Please make dinner reservations early at Club Rooms, PROspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

MEMBERS, ATTENTION!

Thursday, August 6, the Honorable Florence P. Kahn, who has long been a member of our Club will be with us. Mrs. Kahn is at home in her own San Francisco, between sessions of the United States Congress and each and every one of us want to be present on the evening of August sixth, if for no other reason than to renew acquaintance with one of our old members and a woman who is outstanding in her chosen profession.

R. C. A.

REFLECTED GLORY—Curran, Monday Night, July 20th, with Tallulah Bankhead in the lead. Price 55c. Get in touch with our Margaret Bell — Walnut 1181. Your chairman will be absent.

Our trip to the Symphony Concert at Woodland postponed for two weeks.

GERTRUDE D. TUBBS, Recreation Chairman.

Mrs. Hoover to Be Our Guest — Bring Along Your Hobby

It's to be a grand party, that summer jinks. The dramatic section is putting on a play — it's a melodrama, written by Clotilde Grunsky. If you don't see it, you won't know what they are all talking about afterwards. The dancing section has a dance which we understand is a scream and the choral is right there with an illustrated song. As for the Book Section, the prize for that contest poem is to be awarded (yes, there were some good ones submitted). Not to mention the hobby exhibits to be seen before and after the main program. The committee reports that some thirty-five members have entered exhibits, with every possible sort of talent represented, from poems to afghans.

Here's a secret! We have asked Mrs. Herbert Hoover to be our guest of honor and award the prizes, and she has accepted, subject to unforeseen changes of plans over which she may have no control. Don't tell anybody, please, until it's further confirmed.

Of course, you are supposed to come in costume, representing your hobby—a complete outfit, a symbol carried in the hand or pinned to your shoulder, or a riddle to make them guess what you stand for. Prizes! The finance committee has asked that we charge \$1.00 for the dinner. But it will be worth it!

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Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall

Honorary President, Lillian Palmer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Key Punch Operator (Open to men and women).
Salary, \$80 a month. Age limits, 18 to 40 years.
Date of examination, August 22, 1936.

Teacher of Sewing, Ventura School for Girls
(Open to women only). Salary, \$95 a month and
maintenance. Age limits, 30 to 50 years. Examination,
August 15, 1936.

Junior and Intermediate Typist-clerk (Open to
men and women). Salary, Junior, \$70 a month;
Intermediate, \$100 a month. Age limits, 18 to 35.
years.

Regional District Supervisor, Grade 1, 2 and 3,
Division of Unemployment Reserves. (Open to men
and women). Salary, Grade 1, \$175; Grade 2, \$225;
Grade 3, \$300 per month. Age limits, 23 to 50 years.
Examinations, July 25, last day for filing application,
July 18.

Junior and Intermediate Stenographer - clerk
(Open to men and women). Salary, Junior, \$80;
Intermediate, \$110 a month. Age limits, 18 to 35.
Examination, August 1, 1936.

LAST CALL FOR HOBBIES

There must be just a few members whom still
we have not contacted, and who have hobbies to put
in the display.

May we hear from them as soon as possible?

The response to our last appeal has been most
gratifying, and we have a grand assortment of
hobbies, but we do not want to overlook any one.

A phone call or a line to Johanna Heim, Florence
Attridge or Enaid Jones is all that will be necessary
to enter the exhibit.

Kindness is catching, and if you go around with a
thoroughly developed case your neighbor will be sure
to get it.

CLUB NOTES

MARGERY SHAFFER

Heartfelt sympathies are extended to Susan I. McGill in the passing of her grandson, Harry Barnes, and also to his family. Harry, age 13, with one of his playmates, both of Mill Valley, decided on a hiking trip on July 9. They went to Cascade Dam Lake for a swim—Harry dived in and failed to reappear, his little friend tried to rescue him as companion, but to no avail. Dr. Donald Fowler recovered the body and with pulmotors they tried desperately to revive Harry, but their efforts were futile. Susan had that day arrived from Yosemite for her vacation. A very sad tragedy but how fortunate Susan was present to console her daughter as no one but a mother can do at such a time.

An intensive Fall campaign along citizenship lines is the theme of our research committee. Marion Morris, president, has appointed Dr. Phillip Bourne, research chairman to direct the better citizenship campaign along lines endorsed by the state federation at its 1936 convention.

The Association of American Women Dentists held its national convention last week in San Francisco. There were over 400 women dentists at the sessions. Dr. Josephine Frisbie, our member, was chairman of the reception committee and, with her capable assistants, nothing was left unturned for the comfort and pleasure of visiting guests.

Amanda Heuermann writes from Reno that she is having a wonderful trip, and that since it is the custom to establish residence in order to get a decree, that she may do so in order to get a divorce from "Old Man Care." Now doesn't that sound exactly like Mandy? She met a number of B & P W girls of the Reno Club and had a lovely time with them. She sends love to all.

A pretty little cottage over at Black Point, Marin County, is putting its best foot foremost the past week to entertain its owner, Belle McDonald. The flowers perk up their heads to say good morning and make Belle feel reluctant to return to the city.

Emily Heineman, no longer a member, but ever thoughtful of the happy days in the past with our group, brought up enough flowers to decorate the entire club rooms last week. She arranged them all herself, too and they looked lovely. Many thanks Emily, we all enjoyed them very much. Incidentally, Emily says if any of our members want a cutting of the beautiful Pelargoniums (Lady Washington) she will be delighted to give them to you. Call Randolph 8671.

An interesting trip has been outlined by Margaret Lewis. She says she is going as far as she can in her two weeks, going from here to Salt Lake City, Yellowstone, Glacier Park, back to Seattle and Portland and if time will permit she plans to visit Vancouver too.

Louella Payne sends greetings to all. She says over the 4th a party went to Griffith Park and Glendale and joined the crowds shooting firecrackers, and returned home a tired but happy group.

Rose O'Brien is down in Los Angeles, expects to be gone for two weeks as she is renovating her Beverly Hills home.

Violet Neuenburg has returned from Lake Tahoe and is completely sold on the beauty and accommodations of Vagabondia Lodge. These people have been one of our advertisers for some time and were delighted to welcome one of our members.

Leola Good engaged a cottage at Santa Cruz where she, her mother and a party of friends had a most enjoyable time. Leola's vacation passed all too quickly but they all had a great time enjoying the great out of doors.

Lillie Kuck recently spent the weekend across the Bay with friends. Not far from home but nevertheless a jolly time.

Very few San Franciscans have not seen "Minerva's Fort" and when Minerva is busy about her chosen domicile, it would put many of us youngsters to shame. This little old woman in receiving callers on her 104th birthday said "bless my soul—I forgot it entirely." She was an army nurse in the Mexican, Civil and Spanish-American wars. She has lived in her unique dwelling on the outskirts of San Francisco and watched the city grow about her.

Mary Slattery, president of the Women's Traffic Club, is at home from the hospital and is improving slowly from her illness. She was very much pleased and thrilled by the many cards and calls she had from members of our club.

Marie Jensen's mother has been suffering from a broken wrist and Marie has been spending most of her time commuting between San Francisco and Oakland trying to be with her mother as much as possible. We wish for her a speedy recovery.

OPEN HOUSE — THE CONTACT NIGHT

How nice to meet our friends each week and make new contacts, meet members of other Clubs and enjoy the famous cup o' tea.

We were indeed honored with guests last week and some who do not come so often. Mrs. W. B. Hamilton, Judge Helen Gregory McGill of the Juvenile Court from Vancouver, B. C. and Mrs. Robt. Collier, guests of a former member, Miss Ruth Mowatt; Mrs. Stevens of the Century Club, a prospective new member and Mrs. Theo. Purington, president of the Auburn Club. We were also happy to meet Cornelia Seeley's mother, who is visiting her before returning to her home in Colorado.

Those delicious cakes were furnished by Shirley Lane, Mrs. Hamilton and Mrs. Purington.

Anita Mayer gave a short recitation in honor of Mrs. Hamilton, something short and snappy and to the point. You surely miss something if you do not join in these impromptu affairs, something new, something different and something delightful each time.

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CIVIC SECTION

August 23, 1935, this section took action which resulted in the formation of the Presidents' Council. Friday night, July 17, we are meeting to review the results of that action. And for what better could we ask than to have this subject presented by these outstanding members of our own club, Lillian Palmer, Lillian Hall and Frances Raymond. We shall also have the opportunity to meet the woman who has done grand work for the council, Mrs. Henrichs, Counselor of the Guidance Bureau, as well as some of our fellow members in the council.

News of the Guidance Bureau is spreading. Last week our editor had a letter from Mrs. Olive Lester, member of the Hanford Club, asking her to deliver an order to the Bureau for knitting, as a result of the notice in the BUSINESS WOMAN.

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SUGGESTIONS FOR FUTURE KNOWELLS

Now that our first line of deputies have given a series of decidedly swanky parties let us plan simpler affairs that are good fun, too. You sub-deputies—of whom I am one—get the old brain working to see how simple and jolly it is to entertain six people in small quarters or no quarters at all.

Have you ever tried a beach party? Why don't two of you get together as hostesses and make it a gang party, with box luncheon, a bonfire, or a long stroll down the beach? Sure, there'll be sand in your shoes, but there is an indescribable charm in a stroll along the beach, close to the water's edge, under the light of a gorgeous moon. It is almost as delightful if the fog rolls in and fills your lungs with the sweetness of ozone. However, don't throw a beach party except to the right crowd.

Vi is planning a conversion party—something to do with persuading the Republicans to vote Democratic, or vice versa, and it sounds good. Someone else wants a sundowner party—that means simply, cocktails drunk to the setting sun with a gorgeous view over the Bay—but again be careful of your crowd. You can't ask non-drinkers to a sundowner party. Another party in the future is to be a bridge to which the guests are asked to come early WITHOUT any dessert eaten at dinner. The party begins with the dessert and ends with bridge. And isn't someone going to get up a Sukayaki dinner?

Each of you can think up something different to do in this wonderful city of ours. Life is not quite normal unless we entertain once in a while. The point of all this discussion is to suggest that you make your KNOWELL jolly for yourself as well as your guests. The hostesses to date, each and every one, had as good a time as each of her guests. If in doubt, please consult Emily Post, Edna, Hazel, Belle, or me.

SHERIFF ADAMS.

THWART THE POLITICIAN

It has been said that politics is the art of extracting votes from the poor and money from the rich on the pretext of protecting each from the other. This is cynicism with a good deal of truth in it. But our contempt for the politician's methods must not obscure the importance of taking active part in the processes of democracy.

To fail to cast your vote is to play directly into the hands of machine politicians, who base their calculations in part on the "stay-at-home vote." To cast your vote without a fair knowledge of the issues and the candidates is almost as bad, for the politician has his tricks of swaying the uninformed. To make up your mind too early is to abdicate your right to hear all sides and weigh all arguments. It is almost always the independent vote that settles the election. Strict partisans who can be counted upon to vote the straight ticket of the same party, year after year, are no trouble at all to the politician. He counts them first, as "in the bag." Then the campaign is waged to win the votes of those citizens who refuse to be lined up.

Four months is none too long a time for voters to use in preparing themselves for the solemn duty of casting their votes with full knowledge of their responsibility and an easy conscience.

WOMAN'S HOME COMPANION.

LAKE COUNTY KNOW-WELL

Ten of us 'n far away in Lake County, celebratin' Independence Day, contributing to our Club, and participating in a spiffy house party in a comfy countr' home. I pinched myself—I thought it couldn't be true—yep—'twas! Ethel Johnstone invited us and she picked her party with great foresight: Ten females in close contact for three days, without the merest ripple on the waters of harmony! How yum—yum mie the eats; how lacking the bugs; how invigorating the swimming (a la nude); how rotten the cards; how thrilling the wanderings to Hoberg's and the countryside. A hostess you read about in books; her only regret she could not extend her hospitality to the entire club. Wise ones departed Monday night—no traffic; foolish ones next morning—and tussled with 6,000 machines, lined up on the Marin Side! Heigh-ho! Another of life's experiences!

GURTY

GET A TRANSFER

If you are on the Gloomy Line,
Get a transfer.

If you're inclined to fret and pine,
Get a transfer.

Get off the track of Doubt and Gloom,
Get on the Sunshine Train, there's room,
Get a transfer.

If you are on the Worry Train,
Get a transfer.
You must not stay there and complain,
Get a transfer.
The Cheerful Cars are passing through,
And there is lots of room for you,
Get a transfer.

If you are on the Grouchy Track,
Just take a happy Special back,
Get a transfer.
Jump on the train and pull the rope,
That lands you at the station, Hope,
Get a transfer.—Exchange.

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Tea

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Sunday Dinner, 4 to 7:30 P. M.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

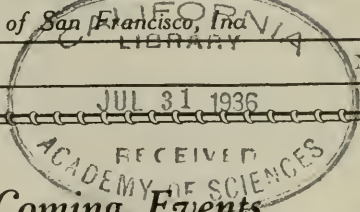
JULY 25, 1936

No. 29

Weekly Program



Coming Events



July 27 — Civic Section, 7:30 P.M.

July 28 — Dramatic Section, 7:30 P.M.

July 30 — Choral Section, 7:00 P.M.

July 30 — Thursday Open House, 8:00 P.M.

Hostesses

Lucille C. Caesar, Chairman	
Edith B. Lovell	Esther Bowles
Ingeborg Ferm	Helen L. Mielke
Marie Wilkening	Josephine Clark

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

NEW ROSTER

The 1936 Roster Committee (composed of Enaid Jones, Ellen Heady and Nettie Smith) would appreciate it greatly if members would fill out the address blanks which they have received and return them to the club rooms as promptly as possible. If the blank is not returned we will assume your listing in the present roster is correct.

Mrs. Roach D. Withers has taken over the job of securing advertising for the roster, and will appreciate having the members give her any leads they might have.

FLORENCE ATTRIDGE, Chairman.

R. C. A.

Sunday, August 2, Symphony Concert at Woodland Theatre. Details in next issue.

Monday, August 3, Anthony Adverse in the movies at the Geary. Tickets, 55 cents.

GERTRUDE D. TUBBS, Chairman.

DRAMATIC NOTES

The meeting at Mrs. Hackett's on July 14 was very enjoyable and constructive, with very interesting pantomimes. Mrs. Hackett was a gracious hostess in her new studio home, and all felt more than repaid for their attendance.

Another interesting meeting has been planned for Tuesday evening, July 28, at 7:30 in the club rooms. Several modern plays will be reviewed by members of the section.

CAN YOU HELP?

In vacation time — can you use an expert stenographer, with recommendations from the Colorado State Board of Medicine?

Guidance Bureau also has dressmakers, knitters, valette service for your home.

Call the Guidance Bureau of the President's Council, SUTTER 8854, Local 52, or DOUGLAS 0274.

Reception for Mrs. Florence P. Kahn
in the Club Rooms
Thursday Evening, August 6, 8:00 o'clock
Come and Bring Your Friends

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
 Subscription rate.....\$1.00 per year
 Single copies......05

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 Contributing Editor..... Edith C. Floyd
 Club Reporter..... Margery Shaffer
 Accounting..... Ruth P. Shaw
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 Treasurer..... Rose A. Bezek
 Auditor..... Reta W. Marshall
 Honorary President, Lillian Palmer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

GUIDANCE BUREAU OF THE PRESIDENT'S COUNCIL

What is going to be done to help the trained or untrained older business woman? The discussion of this problem came before the meeting held in our club rooms Friday evening, July 17. The President's Council, through the untiring efforts of Louise Stivers, was organized some months ago and is comprised of twelve business and professional clubs of the city, including the Soroptimist Club, Credit Women's Breakfast Club, the Traffic Club, the Queen's Bench, and others. As our own club is the largest and strongest, we lead the way, but not without the aid and council of the other clubs who have pledged support to the project. Publicity seems to be the biggest need and the members of the press reminded us that they stand ready and willing to do their part, BUT the Council must be willing to give them the facts. Since the opening of the headquarters under the guidance of Mrs. Nona Hendricks last May 1, 183 women, some trained and some untrained, have sought advice and guidance in their personal problems. Seventeen of these were placed, some only temporarily; others are being prepared for certain lines of endeavor. This is a BIG job and it is OUR job and as Lillian McNeill Palmer said, *Let's go!*

Ednah Butler presided at the meeting, introducing Louise Stivers, Mrs. Hendricks, Lillian McNeill Palmer, Lillian Hall and Lucia Steidel as speakers. At the moment, finances will suffice until the end of August; after that how will this crying need be financed? A survey is now being made to keep the Guidance Bureau open for at least a year. If called upon, will you not do *your bit* toward helping the less fortunate?

Margaret Torreyson, president of this Council, was out of the city.

CLUB NOTES

MARGERY SHAFFER

Louise Jolly, our second vice-president of State, is spending her vacation traveling. She is the Orient and those of us who know Louise know this entire trip will be one of study and interest.

A beautiful woman, with her form and color accentuated by the latest in white bathing suit, sandals and cap to match, is enjoying a few days of and water bathing at Santa Cruz. Dr. Adah Taylor and her handsome husband are both enjoying a much needed vacation at the Rio del Country Club. One of our members meeting Taylor in her beach costume remarked how becoming it was, to which she replied, "The last time I donned a bathing suit was when they wore the blue bloomers with a full blouse and skirt attached so figure how long ago that was."

Our State President's new home address is Mrs. Carolyn Weber, 1167 West Thirty-seventh Place, Los Angeles, so please change your rosters. She does, however, maintain her membership in our club.

Lucille Hewitt, a member of the Alameda County and well known to many of us, is having a glorious trip driving with friends all over our own beloved State. There is so much to see in California and beauties beckon us.

One of our newest and most charming members living nearer in town and hopes to spend more time with us. Her new address is Florence Lewentz Victoria Hotel, Bush and Stockton Streets, phone EXbrook 2540.

'Tis often said that San Franciscans ought to spend their vacations in a hot climate, as here in our city we do not perspire as much as we should for the benefit of good health. For the next two weeks Daisy Denis is spending the hours at Tassajara Hot Springs.

A much needed rest was recently taken by Gertrude Tubbs and we are delighted to report she is feeling fine and looking as well as ever. Gurty is as old reliable and is always working and planning for our pleasure, so it is needless to say we certainly missed her friendly spirit.

Belle McDonald recently returned from her vacation which she planned to spend at her cottage Black Point. However, she had a very pleasant surprise when an unexpected trip with friends took her up into the beautiful Columbia River section.

For many moons Margaret Torreyson's tonsils have been a source of annoyance, so after their removal she is recuperating and enjoying the Tassajara Hot Springs.

Ethel Johnstone recently returned from her vacation. Where she went we were not told, but presumably it was up to their home in Lake County.

Our member, Martha DeTunneque, left the city for the Golden Gate and will take up her abode in Los Angeles, where she will continue her work as an electrologist.

Miss Katherine L. Hulburt of New York and member of the B. & P. W. there is visiting in California. She may decide to stay here and, if so, we hope to have her transfer to our club.

Last Saturday was Elaine West's wedding day and many of her friends in our club were invited to attend. Bertha Dale, Ethel Maxwell, Ethel Johnstone, Ruth Shaw, Charlotte McClelland, Mary Baker and Louise O'Hara drove down. Preceding the wedding all the San Francisco members were guests of Jane Fry at dinner.

Edith Floyd is enjoying a vacation at Vagabondia Lodge at Lake Tahoe.

Dr. Frieda L. Kruse and her husband spent their vacation visiting Yellowstone Park. On their return trip they met Mae Pettingill of Eureka and she invited the Sherburns to enjoy her country home at Lagoona. Dr. Kruse says they spent a delightful time there and says it is these B. & P. W. contacts which are a joy to remember. So say we all of us, eh?

Elizabeth Dutot is enjoying a motor trip through the Canadian Northwest. She and her party of friends write from Vancouver that they go to Lake Louise and Banff for a few days, then over to Victoria and back to Seattle. They will return home by way of the Oregon Coast Highway, reaching here August 1. Elizabeth sends love to her club friends. Minna Brown is still in Honolulu and between her work at the office, her club contacts and bathing, she is as busy as a bird-dog. She says she saw Rae Morrow for a few minutes the day of her arrival, but Rae is visiting over on Maui, Minna fears she may not see her again, because Minna spends her time between Molokai and Honolulu. Many thanks, Minna, for your good wishes to the members.

Our president has received a letter from Phoebe Camp, who at the present time is in New York. She reports that she arrived in New York in the midst of the hottest spell they have had for some time, but that she did not suffer particularly from the heat. She is enjoying the most pleasant travel she has had for some time and sends her regards to the club members.

The leading women's organizations of the city are hoping to put over an initiative measure on the November ballot that will make possible the separation of Tehachapi Women's Prison from domination of San Quentin, thus placing it under the separate administration board of two men and three women. Mrs. Gertrude Slocum as the head of this drive has appointed her committee of co-workers. Our club representative will be Zella Kimball.

GOOD SAMARITANS

That there are still Good Samaritans has again been demonstrated by tales related by different members returning from vacations.

Shirley Lane, Ruth Shaw, Nancy Foster and Lawrence, driving along the highway between Lake Tahoe and Reno, overtook a little old lady who asked for a ride and said she was going *way, way, way up*, pointing to the hills. Clutching in her hot hands some wilted wild flowers, she wiped off her dusty shoes and climbed in the car. And she could scarcely believe that such *grand ladies who had come all the way from San Francisco* would take pity on her. As her trembling fingers pointed the way, Shirley drove her to the home of a friend in Carson City where with childish pride the little old lady introduced her new friends. Assured that their charge was in safe hands, with one accord the girls recalled the poem of childhood days: *And I hope somebody will lend a hand to my Mother if she should stand at a high-way weary and old and gray when her own dear child far away.*

Then Rose O'Brien, returning from a two weeks' vacation and buying trip in Los Angeles, was so moved to compassion that, on seeing a father and two little lads trudging along, she forgot a driver's role and made room for the travelers. Of all the trips Rose has made — and she's had many, transcontinental, Orient, Europe and what not — never as she received greater joy than when she picked

up this courageous little trio. The boys were twins of twelve who had lost their mother and with their father were hitch-hiking from Oklahoma to Fresno. And, thanks to Rose, *the dusty road that rose before soon became the blue hill far behind them.*

Arriving at Fresno, the excess baggage was deposited and Rose was just pulling out of the city limits when again her heart was touched, this time by a young husband and wife and their faithful fox-terrier. Footsore and all but overcome by the heat and the eternal quest for sustenance, they were seeking occupation in the orchards. These then were her companions until reaching Tracy, where they said good-bye, rested, and with their faith in mankind and the future restored.

These are but the experiences of a few of our vacationists along life's highway.

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KNOWELL PARTY

More than twenty guests enjoyed a colorful barbecue under the trees on the Palo Alto ranch of Pearl R. Parr, June 27.

Barbecued chicken, cooked on a huge open grille, was served on brilliantly-colored pottery dishes, blending with the gaily-patterned cloths which covered the tables.

Before dinner, appetites were whetted and mouths set to watering by the sight of fifty chickens sizzling over the grille. The pop-eyed and sniffing guests were amused by an ingenious device which enabled the cooks, by merely working a pump handle, to raise the chickens away from the fire to sprinkle with pepper and salt, turn the birds and lower them back over the flames. Never was there a more welcome moment than when the golden brown birds were finally served.

Following the dinner, the guests gathered around a roaring fire for story-telling and community singing. Everyone was made to relate her most interesting recent experience. This provided much amusement. Mrs. Violet Nuenburg had a tale of nonchalance and gallantry which occurred on the drive down from San Francisco. She had been, it seems, relegated to the rumble seat. As usual, the wind was blowing. A tricky gust gently lifted her hat into the air and sent it floating down the highway. She remembered the lesson of the cigarette ads, *Be Nonchalant*. She said nothing. Soon there is a honking and tooting in the rear. And here comes a gallant soul, violating the speed laws, waving the Nuenburg chapeau, dusty, but none the worse for wear.

After everyone had spun her yarn, Bruce Cameron favored the guests with several solos, and then led the community singing.

The curfew rang at 10:00 P.M.

HOSPITALIZATION

I had troubles and to the *Lord High Executioner* I paid a visit. Said he, *cut it out*. So with my little bag of fears and shakes I made debut at the House of Repairs. The cross-examination followed: My age, my this, my that. With apology for existence, I finally gained entry. Never before had I realization of all the impedimenta I possessed for scrutiny. My pulse was seized; a male demanded my blood pressure; another male jabbed an unoffending earlobe — it had always seemed so unassuming; an owl-eyed intern quizzed my family skeleton; the I.Q. classified me a moron; a cutie nurse carried on shaving maneuvers; when she had finished her adventure I was completely convinced the body was to be drawn and quartered. A certain painting process ensued — I resembled a squaw on the rampage. Cameth a kindly priest to tender consolation and bid me bon voyage. By this hour I had waived adieu to life, when two green pellets rammed under the tongue launched my craft.

After the carving bee was over and I returned to the realm of sensibility came the daily parade of the pollyannas and attaches with their *smiling morning faces*. Everybody so pleasant — all is grand — no one knows anything — queries are lost in the ether. Even the bill remains incommunicado — *Services rendered* — only the figures speak and they scream. A great experience and most interesting if one possesses the time and money. GURTY.

CIVIC SECTION

At our meeting on July 27, 1936, at 7:30 sh we are to have with us as guest speaker Mr. I A Weller, of the Resettlement Administration. Weller is a graduate of the Stanford Law School, a member of the California and New York bar, formerly counsel for the City of New York, and been with the Resettlement Administration since beginning as regional attorney and legal adviser all administrative divisions; hence, he is well qualified to speak on his subject, *Resettlement as a Humanitarian Program*.

Thousands of farmers and their families have been blown out of their home environment like dust of their own fields and many of them are found in the camps of the migratory workers, California. We have pitied the plight of the pe of the tenements, but the migratory workers do have even the slums, hence the Resettlement Administration is considering the building of fifteen twenty camps for migrant agricultural workers in California as a partial solution of the problem. The crops of California depend largely on migratory labor, and in our beautiful State, with its great resources, where we are so proud of the warm heart of our people and our ready cooperation in every worthy movement, we want all of our people to have decent living conditions.

Many farm families are on relief and many are living on very small incomes. Many of the farms are no longer suitable for farming, due to soil erosion and soil depletion, but the farmers cannot sell these farms and buy better ones. You will be deeply interested in learning what our government is doing to relocate these families on fertile farms to assist them in the purchase of farm equipment and the terms of this self-liquidating program of resettlement.

Bring your friends and join in the discussion which will follow this lecture.

EDNAH M. BUTLER, Chairman

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 13

AUGUST 1, 1936

No. 30

Weekly Program



Coming Events



SECTIONS

August 3—Civic Section, 7:30 P.M.

August 4—Dinner, 6:15 P.M.

Western Women's Building.

Business Meeting.

August 6—Choral Section, 7:00 P.M.

August 6—The Big Reception, 8:30 P.M.

Florence P. Kahn, Guest of Honor.

Hostesses

Anna G. Reidy, Chairman

Rose O'Brien Barbara Greene

Irene M. Sheehan Bertha M. Pierce

Lena O'Connor Shirley Radke

Please make dinner reservations early at Club Rooms, PROspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

MARION ON THE RADIO

We are again to have the privilege of hearing our president, Marion Morris, on the radio.

On Sunday, August 2, at 4 P. M. she will speak for K G O.

The Community Chest has turned over 27 minutes to the Presidents' Council and Marion will share the time with Dr. Rose Vanderburgh of the Sorotomist Club and Miss Rose Sanucchi of the ueen's Bench.

Of course we will all tune in on this excellent program. Our president always does us proud when she makes a radio appearance and we are sure she will deliver this speech in her usual dignified and pleasing manner.

MEMBERS

It is not necessary to remind you, but I know that you enjoy reading about IT, as much as I enjoy writing about IT.

IT — is the Reception . . . In honor of our member, friend and strength —

The Honorable Florence P. Kahn

At 8:30 P.M., August 6

Mr. Albert Fear will sing, accompanied by Mrs. Edna Rowe. Tea will be served in Merrill Hall.

Best of all, a talk by our honored guest.

Your husbands and gentlemen friends are most cordially invited to be present.

Committee in charge of arrangements: Marion Morris, Belle Banz, Violet Neuburg, Jean Kerrison and Minnie E. Korn.

The Business Woman

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Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

POSITIONS VACANT:

Personnel Training Officer (Open to men and women). Salary \$250 a month. Age limits 25 to 50 years. Date of Examination, August 15, 1936.

Registrar of Employees (Open to men and women). Salary \$250 a month. Age limits 25 to 50 years. Date of Examination, September 5, 1936.

CLUB NOTES

MARGERY SHAFFER

Each weekend this summer Bertha Dale chose an interesting spot in which to spend it. The first one was spent at Pine Crest at Tahoe.

Driving with friends as far as Chicago, Delph Morrison went on to Flint, Michigan, to pick up a new automobile she had ordered. In her new machine she arrived two days later at Columbia University where she is taking a special summer course. She will return to San Francisco in time for the opening of school.

Dividing vacations seems to be quite the thing this year. Nell Boardman, with her mother is spending the first week of her holidays driving hit and yon, and the second week with her sister. She anticipates a trip to Santa Monica.

Ida J. Lord is enjoying a trip up north. Leaving Astoria, Oregon, she went to Longview, Washington. From here she and her party go down to Crater Lake and will return home by way of Mt. Lassen.

We are delighted to report that Gertrude Tubbs has recovered from her recent experience of hospitalization.

A much needed rest and diversion is being enjoyed by Ceil Hamilton. She is spending two weeks in Portland and Seattle. Mrs. Hamilton says she is NOT going to read one line, not even one word, while she is away, as this time she is going to see every speck of the scenery and environment.

Mrs. D. Roach Withers, for many years with the P. G. & E. is now retired. This does not mean she will be inactive. She has started right off helping the Business Woman, as she is hustling about getting advertisements for our new roster. If any members have any leads, won't you please ring Mrs. Withers at Fillmore 4207, or tell Mrs. Burlingame. The quicker we get the necessary ads, the quicker we shall get our new copy of the roster.

Margaret Torreyson had a glorious vacation at Tassajara Hot Springs; 92 degrees in the shade and liked it. Swimming twice a day and if the time hung heavily she took a hot plunge or cold shower. Margaret returned to her office the 29th feeling fit and ready to go in the busy office of which she is a part and parcel.

Heartfelt sympathies are extended to Belle Bann and family in the sudden passing of her brother-in-law, in Los Angeles.

Last Saturday morning a quiet but beautiful funeral was held for our beloved member, Julia M. Robb. Deepest sympathy is extended to her family in their loss which is her gain.

Mrs. Mae Barr Long, deputy insurance commissioner of California, was the recipient of numerous floral offerings, congratulatory messages and other evidences of the regard in which she is held by her associates on the occasion of her thirtieth anniversary with the department on July 12th. Mrs. Long is one of our most valued members and we are proud to know that such honors have been bestowed upon one of our number. May we add our congratulations to the many already received.

CORRECTION

We reported in a recent issue that Mrs. Thea Purington, who has been a frequent and pleasant guest at our meetings this summer, is the president of the Auburn Club. Mrs. Purington is not the president of the Auburn Club, but Educational Chairman for the Northern District.

HOBBIES

Off they are again, riding their hobbies for all they are worth. It may be an elephant or a donkey, a bicycle, exquisite flower arrangement, photography of outstanding charm, travel, books, china, crazy quilts, afghans, cooking, cards, mid-wifery (o gold fish), German lieder, art, gardening—there seems no end to the list of hobbies—and the display and costumes Tuesday evening at our jinx dinner were very interesting. We are versatile.

The evening was evidently one of home talent. Our speaker, Judge Meikle is decidedly one of us. He stunts put on by each section, choral, dance, dramatic, book (poetry contest) were home made and home produced. Clotilde wrote the skit as if she were a regular playwright. From the hee-haws of the donkeys to the squeals of the elephants the evening went from one form of fun to another. Greetings to our nut of nuts, Florence Pecan, to our many guests from distant points, the parade of hobbies, the hobby songs and dances, through to the melo-drama and ending with the awards of prizes for us is and that—an evening of variety and fun. One more orchid goes to Clotilde, for a successful summer jinx.

Wasn't it good to see such a big crowd out in spite of vacations? It was like a home week, saying hello to the ones who were just back from holidays and getting the latest news.

No doubt at all, girls, that it is good for us to get together in the spirit of fun and share our gayer moments with one another.

HEE! HAW!

Prize winners were as follows: Costumes, Amanda Kuermann, Lydia Floan, Lulu V. Brunsing and Marys Elmore; Poetry, Edith Lovell, with Zulu elements, honorable mention; Play, Clotilde Grun-ny.

The committee and sections appreciate the fine help and co-operation of Mrs. Hackett, Miss Sylvia Hansen and Mrs. Dorothy Nounnan.

E. S. A.

TELEGRAMS

The following telegrams of greeting were received by our president for the occasion of the Summer Jinks and Hobby Party:

"Greetings to you, Marion, chief of the hobbiest invention and to all the honorable and distinguished hobby delegates to this grand and glorious invention. Long may their hobbies reign supreme. I regret that I am absent. My hobby for the last 10 months is trying to find a cool spot. No luck."

(Signed) Thelma McGuire.

"Have you a tavern in your town Stop I've the an on the flying trapeze Stop Good luck you your hobbies Stop I've got mine" (Signed) Elaine West randstad.

KNOWELLING IN ALAMEDA SUNDAY, JULY 19

We came from all directions—four crossing the bay from San Francisco, one from Berkeley, one from the way of Piedmont and three from Stockton, turning from a wedding—all members of our Club thus rounding out a happy group at Elizabeth Knowler's Knowell Party.

Elizabeth and her sister, Mrs. Kisner, are ideal hostesses. I am sure it would be difficult to find

their equal. We were served a most delicious luncheon, in a most delightful home. Coffee was partaken of later in the garden, and in such a restful, peaceful garden, we soon made ourselves most comfortable. But what do you think Elizabeth did to us? Put us through an intelligence test, and those poor three had just come down from Stockton where it registered one hundred and thirteen in the shade; but we all pulled through more or less with some sort of a record. Then we visited and chatted some more and finished with sandwiches and the most delicious cake. It was well on to ten o'clock when we took our departure, a day filled with happiness and the companionship of good friends.

I nearly forgot JOEY, Elizabeth's hobby, and I am inclined to think her sister's hobby also. You would never guess—a jet black cat, whose real name is Joe Louis.

J. K.

A KNOW-WELL CRUISE

Nine of us sisters went to sea to chow! A venerable Queen of the Pacific gave welcome to Margaret Bell and her group. We repasted in splendor surrounded by Chinese attendants in their long funny white gowns. Of course, the food was luscious and we did the usual *stuffin'*.

Thereafter we examined every nook and enticing situation of the big *heap*, an occasional swish and sway completing our fanciful voyage across the deep.

Another outstanding *Know-well!* They are ace high with

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SUMMER IN THE OFFICE

The following delightful poem won the prize at the Hobby Party:

No sun slides in to play upon my desk
In flickering lights that shift and multiply,
And yet I seem to glimpse an arabesque
Of sunlit redwood boughs against the sky.
The grey steel files are standing stiff and still,
Half choked with wordy records of each day;
Far off, a road leads up a tree-capped hill,
With swaying fingers beckoning away.
The cards, like puppet soldiers in a row,
Grow tiresome, and when wandering fancies call,
And little vagrant breezes whisper low,
For coin of sun and wind I'd leave it all,
To follow where the luring road may wind,
Over the hills and on with little heed,
Save the insistent urge once more to find
Wide skies, with sun and stars, to meet my need.

EDITH B. LOVELL.

AGAIN FOR PEACE

As war clouds grow darker, so also do movements for peace become more earnest, more splendid in scope and vigor, and, we believe, more practical. It is all too easy to scorn the pacifist efforts of the past twenty years by pointing to the desperate state of the world today and saying that nothing has done any good, not the League, not the World Court, not the Kellogg pact or the Locarno agreement or the disarmament conferences, or all the tremendous efforts of the advocates of peace. Yet we must have faith. We must go on trying. And it does seem that each attempt in this direction is better planned and more hopeful than the last.

The Emergency Peace Campaign now under way is worthy of the ardent support of every American. Its purpose is clearly set forth: "to keep the United States from going to war and to achieve world peace by (1) strengthening pacific alternatives to armed conflict; (2) bringing about such political and economic changes as are essential to a just and peaceable world order; and (3) recruiting and uniting in a dynamic movement all organizations and individuals who are determined not to approve of or participate in war."

This is no small sentimental scheme. Started by the American Friends Service Committee, it will reach every part of the country, will use every sort of organization and will go on persistently to its climax in a great demonstration at Washington next January, just before Congress convenes.

WOMAN'S HOME COMPANION.

OLD DOGS AND NEW TRICKS

Like a great many catch phrases, the old saying that "You can't teach an old dog new tricks" has been positively refuted by recent experiments by eminent psychologists. Tests have proved that a man of 50 can learn a new language more rapidly than a boy of 14. It has been demonstrated that a man of 50 can learn practically anything more rapidly than a young boy. But the *problem* is to arouse the adult's *ambition* to learn. In other words, a youngster is enthusiastic and anxious to learn but he can learn no more rapidly than the adult who is also anxious to learn. There are lazy boys, just the same as there are lazy adults. In the past we have

been prone to compare the lazy adult with the energetic boy, which is not fair. The energetic adult can learn just as rapidly as the energetic boy. Therefore, those who call themselves adults, need have thought that there is no use trying to learn in ways and modern methods. It is only the lazy adult who will refuse to try.

The fellow who wins is the fellow who can come right back after every blow, the man who can stand the punishment and come up smiling every time, one who increases his determination as the resistance to his purpose increases and holds on to his invincible faith in himself and the ultimate success of his efforts. The power of will and even temperance which are exercised under the most trying conditions often measure the difference between success and failure. When you are fighting the battles of life and business, it is not alone the natural opposition you are struggling with, but self, the one individual you must be able to conquer and dictate to at times.

—EXCHANGE

LAUGH IT OFF

When you can't make any headway,
And each day seems like a dead day,
And the thorns begin to pester till your nerves
shattered, racked,
Stop a bit, get busy quaffing
From the bottle labeled "Laughing"—
Get your fill and then start over—its' a tonic, for
fact.

Are you grumpy? Are you faded?
Do you feel all worn and jaded
Every time some fresh work doth claim you?
Have you lost the thing called tact?
Try a cup of sunny chaffing,
Sweetened up with merry laughing—
It's the best thing on the market for a tonic, for
fact.

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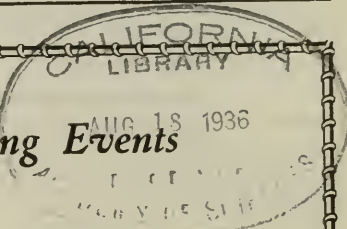
AUGUST 8, 1936

No. 31

Weekly Program



Coming Events



August 10—Book Section, 7:45 P. M.

August 11—Dramatic Section, 7:30 P. M.

August 13—Choral Section, 7:00 P. M.

August 13—Thursday Open House, 8:00 P. M.

Hostesses

Margery Ethelle Shaffer, Chairman	
Irene M. Bock	Gladys Elmore
Lucy Thompson	Molly Gunn
Alice M. Jones	Lorraine F. Graves

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

THURSDAY AT HOME

Such a pleasant surprise our Hostess Minnie had for us last week! A surprise supplied by Bright Tatarian, who has always a thought for our pleasure, the lovely person and delightful artistry of Miss Dixie Gardner of New York, whose hands flew like dynamic sparks over our piano as she played for us. This charming young lady has gone far with her genius already. She is an NBC artist from Radio City and last year was the accompanist and soloist of the New York Philharmonic under Toscanini. As she expressed her appreciation of our silence while she played (indeed, we were as under a spell), she so thanked San Francisco for sending Michel Mastro to New York, where he is so well liked as concert Master of the Philharmonic. We are very grateful to Mrs. Tatarian for giving us the privilege of hearing this accomplished musician and feel that all who were not there missed a great pleasure.

Following our usual custom, we were served with a cake and delicious cake, the thoughtfulness of Jessie McKinney (but where was Jessie? We missed her mile.)

We noticed several new members and several prospects among us and we are sure that our happy family must have impressed them. It would be a word to the wise not to lose the Thursday Evening TABT, or to cultivate it if you never had it, for here you find the warmest of friendships, and you are apt to miss some very enjoyable treats.

We desire to express appreciation to Bell Banz, Molly Gunn and Margaret Bell for so thoughtfully sending cakes to the club rooms on July 16 and 23.

TRAVEL FOR AUGUST PROGRAM

The August program is to be a travel event, appropriate to the vacation period. F. H. Beckmann, president of Beckmann, Hollister & Company, business engineers, who has recently returned from the South Seas, will be our principal speaker, and in addition we'll have a chance to check up on the wanderings of some of our members. August 18—save the date.

KNOWELL

All through the day of July 15 a certain neighborhood noticed strange goings-on at 40 Gustin Drive. Early that evening Mother Ayers and Edwin Rowe were swished away to bed, for exactly at 8 P. M. thirteen guests gathered at the home of Mrs. Edna Ayers Rowe for the long anticipated Knowell.

Helen Mielke was missing and we know that when she left her home it was for the Knowell. Was she kidnaped? Was she lost and wandering around the dark and foggy streets of our large city? To date we have discovered no clues. Anyone knowing her whereabouts please communicate with her attorney, Ann McDonald. Liberal reward offered.

Bridge, monopoly, and a delicious midnight supper, along with a Rowe hospitality, were enjoyed until far into the night. Bridge prizes were awarded to Lydia Floan and Bertha Hancock. Monopoly prize was awarded to Anita Mayer, the old octopus, who took our money, and our property, insulted us, and, worst of all, laughed at us.

As all good parties must, the Rowe Knowell ended July 16 at 2:30 A. M. *Auf Wieder Sehen.* Thank you kindly.
MINNIE KORN.

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

EditorNancy Foster
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Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....Marie Jensen

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PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

R. C. A.

Is vacationing until further notice. Watch for announcements.

GERTRUDE D. TUBBS, Recreation Chairman.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Position vacant:

Copyholder (open to men and women). Salary, prevailing rate. Age limits, 18 to 45 years. Date of examination, August 29, 1936.

Proofreader (open to men and women). Salary, prevailing rate. Age limits, 21 to 50 years. Date of examination, August 29, 1936.

Student personnel assistant (open to men and women). Salary from nothing to \$100 per month. Age limits, 20 to 30 years. Date of examination, August 27, 1936.

Laboratory helper (open to men and women). Salary, 50c per hour for part-time work. Age limits, 18 to 50 years. Date of examination, August 22, 1936.

CLUB NOTES

MARGERY SHAFFER

Best wishes for a speedy recovery are extended Josephine Rudisill who recently underwent an operation in the French Hospital. No visitors are allowed at time of reporting this.

We have enjoyed the visit of three members from other B. & P. W. Clubs during the month of July. Mrs. Estelle Martin and Miss Nell E. Jackson, both of Pittsburgh, Pa., and Miss Elizabeth FitzGerald of Salt Lake City. It is a pleasure to meet our travelers and hear what their members are doing.

Kindly change the address of Rose O'Brien from the Plaza Hotel to 140 Geary Street, where she has recently opened her shop.

Mary Mooney sends regards to all from Yellowstone Park, where she is vacationing.

The chairman of our Choral Section is covering a lot of territory during her vacation. She arrived in New York in one of the hottest spells in years, but even at that she went shopping on Fifth Avenue. Phoebe says she saw Pearl Smith and her sister several times and they are both well. In closing, Phoebe sends her very best to all the members, especially my choral, and says she will be home August 2.

Some time back we said Lois Peckham was coming up to see the Thursday Nighters, but due to the illness of her sister could not make it. We are glad to report that her sister, Mrs. Bronson, is improved and that these sisters are now at 615 East Santa Clara Street, San Jose, for the summer.

Mrs. Belle Loewenstein, who has been in Chicago, is now back home in the City by the Golden Gate.

Last Friday, Florence Attridge and her sister Nell left for two weeks to visit the Canadian Rockies, Banff, and Lake Louise. If you check up, you will find that this scenery has beckoned to a number of our members during the past year.

Laura Gleeson Bayreuther and her mother left for their vacation, visiting Portland and other parts of the north.

Helen Doble is spending her vacation at Long Beach, and if we know Helen, she will have a grand time, having many friends in the southern part of our state.

A delightful new book, *Gone with the Wind*, by Margaret Mitchell, has been presented to our library by Josephine Weed. Many thanks, Josephine, and we know we are going to enjoy it.

We are pleased to report that Thelma McGuire's mother is at home now and doing exceptionally well although still confined to her bed. Thelma is now with the Robinson Motors Co., 758 Broadway, phone 31137, Fresno. Her home address is 2901 Olive Avenue, phone 20601. Thelma says if any of our members go to or near Fresno, get in touch with her and she misses us all terribly. Best wishes from all of us to Thelma, and as long as her latchstring is out you can never tell who of us may drop in. We are glad THE BUSINESS WOMAN is a medium of contact between the club and absent members.

If Gurty knew how much we all miss her around the club, she would not take time out for hospitalization. However, we are glad to hear she is gaining her strength daily and hopes to be back with us again soon. At this writing she is still at home, but expects to return to her office shortly.

Blanche Newton writes from New Haven that she is enjoying her work immensely. Does that sound as though she is homesick? This summer she is taking a course at Cornell in her line of work, and who

ould she find her instructress to be but Mae Charlin, a former member of the San Francisco & P. W. during the Market Street days. Of course your imagination will permit a picture of the time they had talking of mutual friends and old times.

Mrs. Seely is thoroughly enjoying her visit here at Cornelia and it is fine to see her taking such an interest in our group.

In a card to Marion Morris, Minna Brown sends her greetings to the club members from Honolulu.

Marion Morris has as her guest at the Civic Section on July 27, Mrs. Estelle Martin, court reporter of the Orphans' Court of Pittsburgh and a member of the Business and Professional Women's Club, and Miss Jackson, social worker in the same court. They both enjoyed their brief visit to San Francisco and promise to be back in 1939.

PRESIDENTS' COUNCIL

July 29, a special meeting of the Presidents' Council was held to consider an estimated budget of the Guidance Bureau for a year, and to make plans for raising the necessary finances. It was decided to make an appeal to the members of all the clubs, their friends and acquaintances for donations.

A form letter has been written explaining the work of the Bureau, and asking for contributions in such amount as the members can give. Every member of the various clubs belonging to the Council will be asked to mail a copy of this letter to several people who she thinks can contribute to this cause. Please send in your contribution immediately, sign and mail the enclosed letter to a friend, and ask for many more copies of the letter as you can use, to help the B. P. W. C. go over the top.

Time in which to raise these funds is short as arrangements have been made to operate the Bureau only until the last of August. Therefore, if we are to continue longer, we must have sufficient funds within the next few weeks.

Is this work that is being done for the older woman worth the price of a cocktail or of a show to you? If each of us will contribute a little, the total amount collected will be large.

FLAMES THAT NEED NEVER DIE

I always think of happiness as a flame. I always live, all my life. It's just a fancy of mine, but it's as clear as anything. Fire—a lighted fire throwing gleam across the grayest day, an indistinguishable fire. Because, however, it dies down, you can find members at the heart of its ashes and build it up again with what you have. Almost without knowing it, almost in spite of yourself, you do just that. You take what you have: love of course, if you are one of the lucky ones that have it, or friendship—anything that means happiness to you. Sometimes the fuel that comes to your hand is the joy you have in your own mind, on learning and thinking, in books and plays and music. Sometimes it's religion. Most people after they're older, keep it burning with work, hard, clean work and the little things that make it crackle—jokes and nonsense and bits of singing and laughter. Now and then, of course, you feed it with the driftwood of your ambitions, and your dreams shoot up and up. It's a fire that costs you something, happiness; but you keep it going, you keep life going. I suppose because it is instinct to preserve what's yours.—From *The Flames of Happiness*, by FLORENCE WARD.

WHY WE NEED A PURPOSE

Purpose gives man a new impulse, a new interpretation to life. Purpose makes man his own second creator and by it he can make himself largely what he will. He can choose his own sphere, he can live in the mud of low desires or rise to the greatest heights of noble ideals. Purpose makes man a fighter for something. He grows greater in his efforts to reach and grasp hold of some ideal which to others may seem unattainable. To him the inspiration and the glow of the struggle means more than the victory. Purpose is a concentration of the mind to attain an end. Before it can be greatest there must be unity of body, mind, heart, and soul.

To many of us who are held down by the cares of mere living, the carrying out of our greatest ideals may be impossible. But we should all have a purpose and we should live up to it as nearly as possible. One purpose, for instance which we all can have is faithfulness in little things. This alone may change the life of an individual. The conquest of a weakness in character, the care of a home and family to overcome the habit of drifting are purposes which anyone can possess.

Purpose puts a man on the stage of real action, instead of being a spectator he becomes an actor with a real part in the great play of life. We should all have a purpose even if we do not attain it, for the great thing is not so much in realizing it as in fighting for it.

EXCHANGE.

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CONTRIBUTING EDITOR WRITES FROM TAHOE

DEAR ED. AND B. W. FRIENDS:

Oh, would that I might be a *Vagabondia Vagabond* all the rest of my days! For rest, my friends, is the best thing we do in this most delightful place. Truly everything here lures, entices, inveigles, one to do that very thing and nothing else BUT. One lies on a comfy cot under the trees and gazes at the pattern of the pines above; one lazes in the swing and just lets time pass by; one laves in the lovely blue water and lets it revive her drooping spirits.

Nature has spread her many-hued carpet all through the woods and our hostess brings some of the lovely flowers for our table. The gold of the buttercups, the lilies, and the sunflowers vies with the sunshine, and the blue of the monkshood and the larkspur rivals the lake at its bluest.

And how lovely is this lake of the woods! Pink-flushed dawn, sapphire blue at mid-day, then the afternoon shadows paint the blue with bands of green and orchid and turn it mystery gray until the gold of the sunset brings it to life with reflected glory for a little before it fades, then darkens to the night. One could watch its changing lights and color for hours, and several of us do not much more than that.

Without saying more, you may conclude that we are enjoying our stay at Vagabondia. I couldn't say enough about its beauty, its comfort, and its general desire to make us well and happy and send everyone home refreshed in mind, body, and spirit. Which is just what has happened to

Yours lovingly and sincerely,

EDITH.

THE COST OF FEAR

As courage is the greatest asset, so fear is the greatest liability.

There have been failures in business on account of rashness, but there have been many more on account of timidity.

Fear is expensive for the body.

It is courage that makes effort and drives one to adventure and activity and health follows these things.

The slothful man, according to the proverb, says: "There is a lion in the street."

Fat, liver complaint and forty other diseases all enter by the door of fear.

Fear is an enemy to the mind, for it is the father of delusion.

Fear is expensive to the soul, for it drowns its victim in the well of superstition.

It is hard for the soul that always wants to be safe, to be always just and honest. For righteousness is a tremendous adventure.

To let not your heart be troubled is good business.

EXCHANGE.

Save August 16th
for

Greb-bie Housewarming and
Knowell Party
at her new home,
167 Madrone Ave., Larkspur

WE ARE AT IT

Women's activities this summer have been va-
French suffragettes stole the show—for a few
utes—at the Longchamps Grand Prix races. I
ever, they received more attention than appl-
as was the case in England a quarter cen-
ago. The women of Mexico have filed a pet-
with their Congress to tax all unmarried men c-
or over, 5 per cent of their income. This fund
wish used to help younger men to marry, to l-
maternity hospitals and homes for women. Rus-
women are being urged to specialize on develo-
family life—once despised as a *bourgeois* idea.
Some members of the Mt. Holyoke College fac-
feel that feminism has received a slight by the
lege board's selection of a man to take the plac-
president Mary E. Wooley, when she retires
year. These members have sent a protest to the b-
pointing out that the appointment breaks a ni-
nine year old precedent . . . Our first woman d-
mat has become the wife of a captain in the Da-
king's Royal Life Guards. She may lose her e-
bility to be minister to Denmark though she is
an American citizen and, therefore, eligible to c-
posts.

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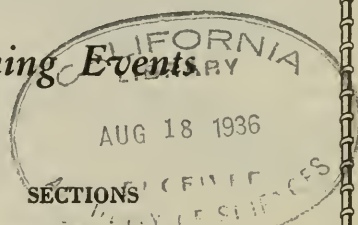
AUGUST 15, 1936

No. 32

Weekly Program



Coming Events



August 16—Grebbie's Housewarming and Knowell Party, 10:45 A. M.

August 18—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.
Speaker, Mr. F. H. Beckman.

August 20—Choral Section, 7:00 P. M.

August 20—Thursday Open House, 8:00 P. M.

Hostesses

Anita K. Mayer, Chairman
Lydia C. Rogers
Louise C. Buck
Ora Demick
Lillie E. Anderson
Flora Shaw
Edith Nelson

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

PRESIDENTS' COUNCIL NEEDS YOU

July 29, a special meeting of the Presidents' Guidance Bureau was held to consider an estimated budget for a year, and to make plans for raising the necessary finances. It was decided to make an appeal to the members of all the clubs, their friends and acquaintances for donations.

A form letter has been written explaining the work of the Bureau, and asking for contributions in such amount as the members can give. Every member of the various clubs belonging to the Council will be asked to mail a copy of this letter to several people who she thinks can contribute to this cause.

Please send in your contribution immediately, sign and mail the enclosed letter to a friend, and ask for as many more copies of the letter as you can use, to help the B. P. W. C. go over the top.

Time in which to raise these funds is short as arrangements have been made to operate the Bureau only until the last of August. Therefore, if we are to continue longer, we must have sufficient funds within the next few weeks.

Is this work that is being done for the older woman worth the price of a cocktail or of a show to you? If each of us will contribute a little, the total sum collected will be large.

RAE MORROW, Chairman.

AUGUST PROGRAM ESPECIALLY FOR PROSPECTIVE MEMBERS

This is a chance to invite those friends you have always meant to introduce to the club, or to offer hospitality to your neighbor in business who ought to belong to our group. The program meeting of August 18 is going to be especially designed to interest new and prospective members. Each of the section chairmen will present a sample of the work of her group in a very brief and snappy review. There will also be door prizes and a *guest drawing*, for which your guest will be eligible. And then during the rest of the evening you will be transported to fascinating Bali and Java of the South Seas. The speaker of the evening is F. H. Beckmann, president of the Beckmann-Hollister Co., business engineers, who has recently returned from a trip through this picturesque and idyllic region. There will also be motion pictures of Bali, loaned by Mr. Frank Honigbaum, which will make you want to drop everything and take the next steamer across the Pacific.

Bring a guest, or several guests, and make your reservations early with Mrs. Burlingame. Unless we know well in advance how many we can count on, we cannot reserve the ball room.

The Business Woman

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2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... Marie Jensen

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First Vice-President..... Amanda T. Heuermann
Second Vice-President..... Hazel J. Oppenheimer
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Treasurer..... Rose A. Bezek
Auditor..... Reta W. Marshall
Honorary President, Lillian Palmer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

KNOWELLS

We journeyed by various routes to Santa Santos to the Knowell Party of Effie Gillespie. Her delightful cottage welcomed us with blue and gold flowers and oh, such tempting chairs and couches! We rested and chatted, partook of a most delicious lunch — even had fortunes — Betty — housewife? Here's hoping! Then Mandy, in a rhyming contest, thrust Edith's newly acquired laurel wreath from her brow and was declared our Poet Lauriette. The shadows lengthened and we reluctantly took our departure from this lovely spot. As we bade our charming hostess farewell, we all had the feeling that this Knowell Party had tied these friends together with threads of happy Knowell memories.

E. C. F.

They came and came and kept coming at Margaret Bell's home when Nan Lawrence entertained with her Knowell party. We wondered if she had invited the whole club. After we had all assembled and exchanged some conversation, Nan and Margaret, with their rare sense of the fitness of things, sorted out the contractors, the auctioneers, and the monopolizers, and the fun started. There were prizes for each game, but in all the fun and frolic we forgot to ask who were the recipients of them. We do know that Naomi Hammond was *fleece*d by the Monopoly sharks and had to be given cash to get home. Anyway, we saw her with a nickel, and we guessed the rest.

And when the refreshments came on, were we all glad we were there? Such delicious salad and then *Mary Janes* (gosh, isn't that what Nan called them?) and plenty of delicious coffee. We went back for more again and again and the supply seemed inexhaustible.

If all the Knowells are as good as this one, we want to go to all of them.

CLUB NOTES

MARGERY SHAFFER

Elsie Fear and her husband, both of whom have been most liberal with their talents for our enjoyment, spent the week-end in Lake County, motor and bathing.

We were pleased to welcome at our club room Margaret E. Keefe, a B. & P. W. member from W. Los Angeles.

Ruth Walsh is having a delightful time as well as a much-needed rest at Paso Robles Hot Springs where they claim *waters, baths, and climate excel*.

Elsewhere in this paper you will find the account of our reception tendered to Mrs. Florence Kauffman. It was a gala affair and in her address Mrs. Kauffman especially emphasized that she was happy and proud to be one of such a fine group of women. Her keen sense of humor and understanding are very refreshing.

Ora Hawkins-Demick is enjoying her vacation with her husband at Bulkley, California, where she is ranching.

We are happy to report that Josephine Rudas (Rudy) is regaining her strength following a major operation. The French Hospital will now permit visitors to call, and needless to say Rudy will be pleased to see you. She expects to be taken home Sunday, the 16th.

Mrs. Joe Dolan, vice-president of the B. & P. W. Club at Bell, California, was a recent visitor in our club rooms. Her stay in San Francisco for two weeks gave her an opportunity to visit some of our section which she enjoyed immensely.

The *Triple A* stands ever ready to assist the motorist. They have planned a very interesting itinerary for one of our members who left a day or so away for her vacation. Enaid Jones, her mother, and Helena Attridge are motoring up the Redwood Highway and to wayside points.

Virginia C. Marshall is spending the summer in Portland with an aunt and an uncle. She wishes to be remembered to her many friends in the club and says when she returns to Oakland she will come over some time for a chat with us.

A few lines came from Jeanne Goodwin-Peele. She with Dr. Peck and Blanche Newton are spending a few weeks at Woodmont, Connecticut, which is a beautiful spot situated on Long Island Sound. Jeanne sends greetings to old friends.

Augusta M. Alexander is anticipating a grand and glorious trip, leaving August 17 by a freighter for Vancouver, where she will spend three weeks.

Dr. Phillis Bourne recently returned from her vacation. Judging from her coat of sun-tan, she must have spent considerable time on the beach at Santa Barbara and Los Angeles and looks the picture of health, rested and ready for the work ahead of her.

Frances Effinger Raymond, returning from a trip through the Northwest, spent a few days in her office and among friends, then left for Yosemite and two weeks in the Southwest.

Gertrude Tubbs is spending two or three hours a day in her office, but beyond that has to rest and take things quietly. This is pretty hard for Gertrude as we all know what a splendid hostess she is and how she loves to be busy planning our pleasures. Best wishes for your future welfare, Gertrude.

In the issue of June 27 we reported Bertha Dale's thirty-year service record with her company. Today we report that, on the 1st of August, Elizabeth Mow

had been with her company thirty-five years, and recognition of her splendid work was presented the company with a diamond locket. Her manner and office associates gave her orchids, a book and a lovely pen and pencil set. Heartiest congratulations from us all.

Elizabeth's nephew, who has been living in Honolulu for the past eight years, arrived in the city last week and will remain in San Francisco. Her brother, of whom some of us know, is in the hospital for observation and here's hoping they find nothing seriously wrong with him.

IN HONOR OF FLORENCE P. KAHN

A very special Thursday night was the evening of August 6th, when our hostess chairman and her helping helpers presented to our member and honor guest, Florence Kahn, some two hundred members and their guests, including a few brave boy friends and husbands. While the reception had the appointments of formality, a receiving line of president, officers, and committee members in attractive evening gowns, the spirit of formality was absent. And this we believe is as Mrs. Kahn best likes a party, whether she be guest or hostess. Everyone appeared to be enjoying herself as much as your reporter did, and after greetings and visits with friends in our club rooms, gay with flowers, we were gently shooed into comfortable chairs in Merrill Hall and quickly served with tea and delicious small cakes.

Once more Mr. Fear added to the pleasure of our evening at home by his generous singing of two songs and a more serious encore, accompanied by Edna (Kno-Well) Rowe. Our members were always popping up with unexpected talents.

Minnie Korn then presented our guest of honor, Mrs. Kahn, who said enough in the two or three minutes she spoke to us to provide many speakers with material for an hour and a half. We believe a little talk to have conveyed so much of vital importance to each of us that comment is reserved for another article in this issue.

We hope Mrs. Kahn liked her party, and we feel sure she would like to know the members and guests who all aided in making it a most delightful evening. The regular reception committee, with Anna Reidy, chairman, and Rose O'Brien, Irene Sheehan, and Edna O'Connor, was augmented by Ednah Butler, Marian Elias, Jean Kerrison, Florence Lowenthal, Lord, Anita Mayer, Lorraine Graves, and Mary Shaffer. Tea was poured by Sylvia Kempton, Margaret Torreyson, Violet Neuenberg, and Genevieve Allen, and our guests were served by four pretty young members of the Progressive Business Women's Club, the Misses Gladys Johnson, Lucy Edwards, Evelyn Schwartz, and Ida Kirk.

Members who aided Miss Korn with gifts of flowers, cakes, etc., are Belle Banz, Hazel Oppenheimer, Amanda Heuermann, Lillie Kuck, Pearl Kier, Bright Tatariar, Ethel Johnstone, Minnie Thomas, D. Roach Withers, Lydia and Frieda Korn, Mildred Jones, Rose Bezek, and our honorary president, Lillian Palmer, who came all the way from Los Angeles with Emily Williams to help us celebrate.

E. L. MAXWELL.

"Fritz, your essay on 'My Mother' was just the same as your brother's."

"Yes, sir, we have the same mother."

THE THIEF

Every day we are more convinced that the talent of our members is unlimited and here is just another example to prove it. The following excellent poem, written by Zulu Clements, won honorable mention at the Summer Jinks and Hobby Party held in July:

Who takes your gold may be judged a fool,
And a knave is he who steals your name;
But who wrecks your faith is the devil's tool,
He has bruised a soul to his lasting shame.

For we live by our faith in our fellow men,
By the trust we place in their kindly will,
And only the force of faith can stem
The waves of doubt that would work us ill.

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A FEW WORDS FROM MRS. KAHN

In Mrs. Kahn's brief talk on Thursday evening, she commented on the changed attitude of everyone toward his government in the last few years. It is indeed remarkable how one's mental attitude toward government and its personnel has altered of late. Who of us could name members of the cabinets of Wilson, Harding, Coolidge, Hoover? Not I, and, as Mrs. Kahn said, as for the Supreme Court, that august and awe-inspiring group was composed merely of nine almost anonymous gentlemen whom we assumed to be lawyers, or they wouldn't have been appointed.

Ask the man in the street today the names of the members of the President's Cabinet, and I'll venture to predict that he will give them to you without hesitation, and the posts they fill. And the same with the Supreme Court, and that he will throw in for good measure how they voted on recent legislative enactments presented to them.

Mrs. Kahn called to our attention the fact that government is entering into our lives and should be the business of each of us, and stressed emphatically that no organized group is better qualified to assume leadership and guidance in civic affairs than business and professional women, recalling our familiar phrase, *Training for Leadership*. We firmly believe this to be true; that our path is plainly marked, first to combat the disease of indifference which has heretofore prevailed, and second to inform and enlighten those who seek what we have to offer.

We are proud indeed that a woman who has attained a well-deserved prominence in the affairs of our country and our government, equipped with intelligence, and qualified through training, is a member of this club. Our regret is that her words could not have been heard by our entire roster, and should bear fruit through our efforts to achieve the goal Mrs. Kahn has set for us.

IF-ING

Don't be an idle "if-er,"

For he's the man, you know,
Who'd pitch right in and surely win
"If" so and so were so.

But while he is a-if-ing,
The one with sweaty brow,
Ignoring "ifs," goes in and lifts
And conquers anyhow.

TILT YOUR HAT

When the world has gone wrong and the sun
doesn't shine,
And your heart is as heavy as lead,
You'll be making things worse if you worry
whine—

Tilt your hat to the side of your head!

Tilt your hat to the side,
Strike a soldierly stride
And go whistling a bit of a song.

Sure, you'll mighty soon lose
Every bit of the blues

While whistling and stepping along.

When you've stepped a wee while all the way
starts to smile

And it echoes the tune that you blow,
And the tilt of your hat and your lively footpat
Start the sunshine wherever you go.

Tilt your hat on your head,
For you'll live till you're dead,
And go whistling the best that you can;
Sure, and wear out your shoes,
But you'll wear out the blues
And come back made a different man.

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walk down to bridge on Baltimore Avenue, cross bridge, turn to left on Madrone
Avenue, up to number.

Come on 10:45 A. M. boat if possible.

The Business Woman

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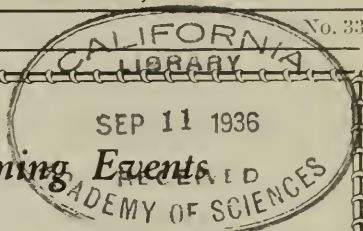
AUGUST 22, 1936

No. 33

Weekly Program



Coming Events



August 24—Civic Section, 7:30 P. M.

August 25—Dramatic Section, 7:30 P. M.

August 27—Choral Section, 6:45 P. M.

August 27—Thursday Open House, 8:00 P. M.

Hostesses

Lorraine F. Graves, Chairman

Susie Hicks

Florence Lewenthal

Mary Ryley

Floy Murphy Caesar

Nell C. Boardman

Antoinette Choisser

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DISTRICT CONFERENCE

The Monterey Peninsula Business and Professional Women's Club cordially invites your club to attend the first quarterly Bay Conference of the district, to be held at Asilomar on September 12 and 13.

There will be fun and frolic, fine speakers on the program, a panel discussion and round tables.

Make your reservations early with Mrs. Burlingame, and plan to attend this worthwhile conference.

DRAMATIC NOTES

We cannot stress too much the importance of regular attendance of the classes by every member interested in dramatics. The foundation for thorough and artistic work in our plays and individual personalities is laid in those classes. The poems and readings are selected with the problems of the class in mind. Results without the preparation of the time cannot possibly be obtained in merely studying the lines of the play we are in. Preparing the lessons even will enable each to recognize the places for application while learning the play. We learn a great deal, yes, from our part in the production of plays, but without foundation we cannot hope to give the finest, most natural and artistic performance and the work of the director is much heavier.

Our last class with Mrs. Hackett was not only delightful but most invaluable. The attendance is improving and also the class work of each member. We are working on our Annual Dramatic Show. Begin plan for it now, to boost for it and be ready to sell the tickets which are soon to be out. Mark the date today—OCTOBER 13—Community Theater.

ELSIE FEAR, Chairman.

CIVIC SECTION

On August 24, 1936, at 7:30 P. M., we are to have with us as guest speaker Mrs. Kathleen Norris, famous California author, who has chosen as her subject, *Why I Favor the Sales Tax Repeal Amendment*. Mrs. Norris has been interested in the economic basis of taxation for a number of years, and in her travels has observed social conditions everywhere and discussed the problem with the most brilliant economists. She is working earnestly for the repeal of the sales tax and a more equitable system of taxation. She asks us all to inform ourselves of just what the Ralston amendment is, and what it proposes to do. With deep faith in the future of our country, she says: *It is the beginning of a new day. Get your share of sunrise.*

Come with your questions and participate in the discussion which will follow this lecture.

EDNAH M. BUTLER, Chairman.

CHORAL SECTION

Vacation time is play time—true enough.

We need it for our well-being, but isn't it true also that after we've had our fun and play it's good to settle down again and get to work? This applies to the Choral Section as a whole because most of the individuals have taken time out and gone places and seen things. Even our chairman, Phoebe Wramp, left us for six weeks on what will be a memorable trip for her, to New York. But now we are getting back again and ready for new and better Choral practice. We want to get started for new activities as soon as possible. From all indications there will be a lot for us to do. This is to be a call for all of you who have been vagabonding to please come back. We need you to begin again, so won't you let us see you on next Thursday at 6:45 P. M.?

AUG 21 1936

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 Choral..... Phoebe A. Wramp
 Civic..... Ednah M. Butler
 Dinner Hostess..... Jean E. Kerrison
 Dramatic..... Elsie P. Fear
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 Ways and Means..... Hazel J. Oppenheimer

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PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

THURSDAY OPEN HOUSE

The same whole-hearted cordiality radiated last Thursday evening in our club lounge. Everyone, whether it be Bridge or to chat, seemed to have a good time. At least they all said they did, so what more proof could we ask? The delicious crunchy peanut-butter cookies were the gift of Ellen Heady; many thanks for them. There never seems to be a shortage or worry for thought of what we are to serve with our cup of tea; our members are generous with their surprises.

COMMITTEE No. 6 SIGNING OFF.

CLUB NOTES

MARGERY SHAFFER

Nell Boardman and her sister are thoroughly enjoying their vacation in Southern California. They say the Fiesta at Santa Barbara is charming; they like Santa Monica very much. Nell sends greetings to her many friends in the club.

We again had the pleasure of a visit from a traveler. This time it was Mrs. Nora Baird of the Sal Oregon, B. & P. W. Club. She was impressed with our club lounge and was sorry she could not linger.

A card written from Sydney, Australia, signed our traveler, Helene Maguire, and addressed Daisy Denis, says: "A delightful winter day Auckland and I enjoyed a morning drive, etc. wrote a club letter to Marion, which includes all." She described the beauties of Samoa and pleasure of her trip aboard the *Monterey* in the tropics. She attended a war dance of the native tribes, which was most interesting. We are so space does not permit us to print her letter in entirety, but it will pay you to get it from Marion and read it. Lilian Elias also received a card from her postmarked Pago Pago, Samoa.

Bertha Pierce is suffering with a heavy cold; laryngitis. We hope by the time this issue is off press that she will be better.

Have any of you visited Hotel Lyndon, Los Angeles? If so, then you know of the beautiful scenery, the mate, cottages, and gardens that offer so much to the person recuperating from months of overwork. Ada Brace sends greetings to her friends and says she surely belongs to the *Sons of Rest*. We have missed Ada's smile and hope before long she will be back with us again.

Mrs. Melissa deVries van Doesburgh writes from Toronto that she has visited the club there and found the members most friendly and hospitable. She has had the pleasure of several trips with some of the members, one of which included a visit to Callender, where she saw the famous quintuplets. She says she expects to visit New York and Washington, D. C., soon and that spring will probably find her in "Jolly Old England." We miss *Doesie* from our midst and are glad to have this good word from her.

Our sympathy is extended to Elsie Fear, whose father passed away last Friday and was buried here on Tuesday. The grief of any of our members is the common sorrow of us all.

Fern McGrath has returned from her studies in Los Angeles and is now hard at work in her office again. We welcome her back to our circle.

Rose O'Brien has moved her shop to 140 Geary Street, but her home address is still Plaza Hotel, before.

THE GUIDANCE BUREAU

August days are passing fast,—the Guidance Bureau has only finances to run until the end of the month,—have you denied yourself some little luxury in order to do your bit towards helping the less fortunate woman? Won't you, right now, address an envelope to Rae Morrow or to Mrs. Burlingame, and enclose your contribution to this worthy cause? The amount? Well, no matter how large or how small, is all appreciated and helps to swell the fund.

CONTEST POEMS

Some very excellent poems were submitted for the contest held in connection with the Summer Fairs and Hobby Party, and we offer you below another fine one from the pen of one of our members:

Lake of the Sky

"Lake of the sky," clear blue and deep,
Your picture in my mind I keep;
And I, refreshed, go on my way
Thinking of Tahoe every day.

A mirror that reflects each mood
Of nature therein understood;
Where mountain sentinels appear
Snow-capped, majestic through the year.

'Twas there the Western Conference met.
Our Reno hosts we'll not forget.
The knowledge gained, good cheer, and fun
Have stimulated everyone.
Painfully composed and apologetically submitted
NAN G. LAWRENCE.

NEW HONOR FOR AN OLD FRIEND

Edith Bristol, Women's Editor of the San Francisco *Call-Bulletin*, makes her bow as a short story writer in the September issue of *Good Housekeeping*, which will appear on the newsstands August 25. *September Tides*, Mrs. Bristol titles her story, an autumnal romance which will be especially interesting to adult readers.

Known to us all through her pages as a master of the very difficult and technical news style and through poems published in the *Saturday Evening Post* and other media, Mrs. Bristol has an enthusiastically expectant audience among business and professional women.

Let's all salute this fine woman who, after twenty years in one profession, can enter and make good in a new field!

KNOWELLS

Have you heard of Violet Neuenberg's splendid conversion party? Vi is an optimist and she thought she took hard-boiled Democrats for one-half of her party and mixed them up with bright and shining lights of Republican ideas for the other half, they would ALL leave her home Republicans. So Florence Kahn and Frances Raymond shared laurels as guests of honor. Fourteen of us sat down to as delightful a dinner as was ever served in the interests of politics, Knowells, or gracious hospitality.

At the charming table, it was easy to sort out the guests, for a tiny donkey or elephant marked the place of each. In the center of the table was an interesting parade, led by the New Youth movement and with donkeys and elephants struggling for the right of way. Another touch was the color of the flowers around the room. Trust Vi to be as thorough as she is loyal. The food was too good to talk about. Vi is a super cook and the best treatment we could give that food was to eat it all. The dessert was the final touch—tiny chocolate ice cream donkeys and fat little elephants.

The jolly games that followed were all supposed to be auguries for the fall elections. Once, but once only, the elephant's side won. So take the auguries for what they are worth. Maybe we got converted, maybe not—in politics—but we are all converts to Vi's parties.
E. S. A.

WISHBONES AND BACKBONES

Once a little Wishbone met a Backbone big and strong.

Said the Wishbone to the Backbone, "Won't you carry me along?"

I get so tired wishing harder every day,
While things you ask for, always seem to come along your way.

I think and think of all the things I want and never get,

But nothing ever slips by you, you never miss a bet.
Won't you tell me how you do it if your method works so well,

Is it higher mathematics, or do you cast a spell?"
Said the Backbone to the Wishbone, "Little friend, you have me wrong.

For my method's very simple, just determination strong,

Mixed with a lot of courage, some tears and troubles too,

A great big bit of common grit, refusal to get blue,
No matter how much things go wrong and all my plans astray.

I start right in and build them up, in a better, stronger way.

You see it's very simple, if you'll only make it work.
But I never knew a Wishbone yet who wasn't just a shirk!"

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OPPORTUNITY

They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake and rise to fight and win.

Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped,
To vanished joys be blind and deaf and dumb;
My judgments seal the dead past with its dead,
But never bind a moment yet to come.

Art thou a mourner? Then rouse thee from thy spell!

Art thou a sinner? Sins may be forgiven;
Each morning gives thee wings to flee from hell,
Each night a star to guide thy feet to Heaven.
R. B. MALONE.

DO YOU DEPRESS OR CHEER?

You must cast a glow or a gloom! runs an old saying.

It is very true. Some people positively glow and shine with energy, vivacity, heartiness, and good humor, so that they appear actually to brighten up the place.

Others are of that dull heavy, depressing temperament, which has the effect of shedding a cloud

of gloom around the man, making a room darker.

Which do you shed—a glow or a gloom?

Are you full of the cheery sunshine of good always striving to make things jolly and pleasant wherever you go, and leave people strengthened and refreshed by your company?

Or are you a dull, despairing, hope-quenching, wet blanket individual?

Probably you will consider that you are neither something between the two. But you are wrong. There is no middle course.

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SPECIAL COLLECTIONS
SEP 11 1936

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

AUGUST 29, 1936

No. 34

Weekly Program



Coming Events
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SEP 11 1936
ACADEMY OF SCIENCES

Sept. 1—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

Sept. 3—Choral Section, 6:45 P. M.

Sept. 3—Thursday Open House, 8:00 P. M.
Jane Addams' Birthday Party.

Hostesses

Hazel L. Ramon, Chairman
Lydia Johnson Ludie E. Anderson
Eva Gregg Lydia Floan
Effie Gillespie

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CHORAL SECTION

You may have a contralto voice or an alto—if so all the better—because we need you in our choral. No doubt you say to yourself *Oh, I can't sing*; but yes, you can help. It is volume we are looking for. With the membership we have, surely there are some who like to hum or join in a song when they hear it. That's it. If you want to join in a song and learn new words come to the Choral. It will help you in both. Our chairman is most anxious and desirous of making this section an outstanding one. Won't you help? The Choral is to take an active part in the Dramatic Annual Show this fall and we need some more voices. Come to the meeting next Thursday evening at 6:45 P. M.

A TREAT IN STORE

On September 3, Past President Ida Lord will tell the members and their friends something about the life of Jane Addams, whose birthday anniversary is September 7.

Miss Addams is a woman whom all America knows because of the establishment of the famous Hull House in Chicago and of her work in helping less fortunate people.

KNOWELL CHAIRMAN SPEAKS

Everyone has been so good about co-operating for the Knowell Parties, but please don't forget to ask me for the list of *Uninvited Guests*, as this will carry out our idea for the parties; that is, to get better acquainted; and there is still a long list of people who have not received invitations.

EDNA ROWE, Chairman.

DRAMATIC NOTES

The tickets for the annual dramatic show will be in the hands of the committee before September 1. Miss Z. Clements and Ellen Heady are co-chairmen of the Ticket Committee and you may begin now to place your orders for reservations. We should tell you that we have had for over a week fifteen one-dollar tickets reserved. Remember the date—October 13, in the Community Playhouse.

ELSIE FEAR, Chairman.

DANCING SECTION

We are planning to resume the dancing class real soon. Watch for the opening date. The class is to remain as a part of the Dramatic Section, but Lorraine Graves, we are very happy to announce, is to have full charge of this group and she will let you know hereafter what the plans and policies will be for this activity. We are indeed fortunate to have her as chairman, and with the capable assistance of Rae Morrow, as secretary and treasurer, there is no reason for the class to be uninteresting.

OPEN HOUSE

Those of our old members who were not present at the Open House Thursday night missed seeing how graciously some of the very newest members helped Anita greet the friends and serve the tea with as much poise as any old-timer could. Three visitors were present: Francis N. Bruhn, of Butte, Montana; Frances H. Bramhall, of San Leandro; and Gladys Johnson, of the city, besides a few of the Bridge addicts and anagram players. The delicious cake was sent by Lucille Caesar and Edith Floyd was the donor of the tea balls from which the excellent tea was brewed.

E. F. H.

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2299 Sacramento Street
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Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... Marie Jensen

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First Vice-President..... Amanda T. Heuermann
Second Vice-President..... Hazel J. Oppenheimer
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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

OUR CLUB REPORTS AND THEN TRAVELS

Our very own club presented its many activities to its members, its prospective members, and many guests on Tuesday night. The chairmen of the various sections and committees told what each has to offer to the members.

Ednah Butler, chairman of the Civic Section, told of her group who study local and national affairs and inform themselves of the laws which govern us. They frequently have prominent speakers who give them authentic information. One should join this Section if she wishes to become a better citizen.

The Dramatic and Dancing Section was represented by Charlotte McClelland in Elsie Fear's absence. We were assured that these girls are very much interested in this group and the opportunities for self-improvement that they find here. Just now they are in the throes of starting practice for the Annual Show. They sent a bit of entertainment. Florence Lewenthal, in a most charming way, recited *In the Usual Way*, with a musical background furnished by Edna Rowe.

Zella Kimball reported for her Book Section. Perhaps we don't all know that this Section keeps informed about all the newer books and has reviews presented by members and guests. It is a most interesting unit of the club and deserves a large following and your hearty support.

The Reception Committee made its report through Jean Kerrison. This is the real Friendship Promotion department. Our Thursday evening At Homes are the scene of real hospitality and every effort is made by Chairman Minnie Korn to maintain a center where new and old members may meet congenial spirits and develop lasting friendships.

Gurty reported by letter on the R. C. A., the informal section of the club where members, led by this indefatigable chairman, attend the theater, walk

or ride, all in the most pleasant companionship. This is an invaluable section for strangers who do not know our city and all events are arranged with eye for the most pleasure for an inconsiderable amount.

The Choral Section, according to Chairman Phoebe Wramp, has been and is singing along happily. One leader once said, *Sing until you are happy*. So you who have voices, even though wee ones, why not join the Choral and sing—happily?

The most worthy of all the club's work is the membership Fund. Established early in the life of the club, the Fund, loaned to girls for business education, has multiplied almost in proportion to the good it has done.

The Presidents' Council also is a good cause which is sponsored by our club.

And over, under and around all these component parts of the club is your little BUSINESS WOMAN which travels each week to your door, brings you news of your fellow members, notifies you of all the regular section meetings, and the special affairs. Her staff works constantly for your benefit and your pleasure.

And then—we traveled. Mr. Frank Beckman, a traveled gentleman, most enthusiastic about the Orient and the islands of the Pacific, took us there on a magic carpet of words. Through the ports of Japan (he likes the super-service of the Japanese hotels), China, where all the people wear laughing faces—would that we had more of their philosophy, said he; the thrill of setting foot on the Great Wall of China. Then across the equator to Bali. Here even though they are the burden-bearers of the race are the beautiful women of Bali. He described in detail Balinese life with its superstitions and ceremonies.

Through the courtesy of Mr. Frank Hornigbaum we were shown pictures of the Balinese people, their temples and their dances. We are indebted to Alice Brady of the Camera Shop for the project and also for the efficient operator thereof.

Mr. Beckman closed with an urgent appeal to us to save our money (10c a day) for a travel fund. Let's!

CLUB NOTES

MARGERY SHAFFER

Lucille C. Caesar thoroughly enjoyed a vacation up at Feather River. As she listened to fish stories she absorbed them all, with a pinch of salt.

Ruby Newberry dropped into the club rooms for a brief visit. Her territory has been so increased in the Sacramento Valley and vicinity, as Rural Supervisor, that she has not even had time to visit the Sacramento B. & P. W. Club. She is intensely interested in her work and wished to be remembered to friends in the club.

Margaret Bell's mother returned last week from a delightful vacation in the East with relatives and friends. During a sea voyage around Panama she ran into a terrific gale and rain which lasted fifty hours, and added to the excitement of the trip.

Lillie Anderson is at Richardson's Springs for twelve days and then to Nevada City, Grass Valley, and other mining towns, returning home about September 10.

Daisy Bruhn has been enjoying a visit from her niece, Frances Bruhn of Butte, Montana. Miss Frances is a member of the Butte B. & P. W. Club and quite naturally was interested in our activities and we in theirs.

A card was received from Enaid Jones postmarked Cummings, Calif., saying that the weather is hot but so far the evenings have been delightful. Enaid's car has been behaving beautifully and she wants to know that it has a duty to perform by allowing all passengers a safe and sound round-trip vacation. Enaid sends best wishes to all.

Lillian Hall has recently returned from a trip to Los Angeles and is as busy as ever at her desk.

We are delighted to report that Irene Bryan is back in San Francisco permanently. She was transferred from Fresno to San Francisco and we are hoping to see her come up to the club often.

Ora Hawkins Demick, who has been vacationing with her husband on the ranch, left earlier than necessary in order to spend Tuesday the 18th celebrating her mother's birthday. Upon arriving home, after two days traveling in the heat, she found a message from Marion Morris awaiting her, to attend the dinner and give her report. It was a hard decision to make because for many years Ora has given the evening to her mother on this day, but her keen interest as Membership Chairman caused her to come to the club. Ora is doing a splendid job with her committee as you can see elsewhere in this issue.

Grayce Dempsey, leaving nothing unturned in her work as publicity chairman, is spending her vacation visiting Lynn O'Brien at San Ysidro.

We almost lost our little dancer, Olive Chauvaud. She has been spending her vacation down South and most danced her way into the movies, but duty called her back to prepare for her schoolwork.

Maudie McLaughlin and her husband are enjoying few weeks vacation at Sonora, California.

At this writing Gertrude Tubbs is recuperating and vacationing at Castilleja School, Palo Alto.

KNOWELLS

A-Kno-Welling we did go with Olive Chauvaud to our gracious hostess at a unique luncheon at the world-renowned States Cafe, where they dance and dine from 1 P. M. until 2 A. M. on Saturdays. We arrived at 1 P. M.—our charming guest of honor, Miss Ann Parshaw, three delightful new members and three tried and true—to enjoy the delicious luncheon and continuous entertainment afforded by these talented performers taking part in the floor show.

We were particularly intrigued with the roller-skating trio, who gave such an excellent performance, and then furnished untold amusement by taking various people from the audience for *A Spin in the Air* by means of being whirled around by one of the performers on skates. The genial master of ceremonies announced that Mrs. Chauvaud was entertaining a group of her B. P. W. C. friends and urged any one of us to come for the fastest spin we had ever taken, but we were far too shy, and left it to the Navy to ride that rough sea. However, we did regret that Olive was not wearing her *Minnie Mouse* costume so that she could have shown them how it might be done.

It was such a delightful affair we were reluctant to take our departure and, had we known about the A. M. part of it, why, we might have arranged for breakfast; we are sure we could have enjoyed ourselves until that hour. B. W.

Such a delightful Knowell Party was given Friday evening, August 14, by Anna Knief. Anna took her guests to the Swedish Applied Arts Society on Pacific Avenue for dinner. Each one was given a

plate and told to help herself to the appetizers from a center table. The second course was served at the table, and also the dessert.

This society is located in a very delightful home. After dinner, the hostess and her guests were invited upstairs to see the upper regions where the looms are kept and to enjoy the beautiful display of handwork. The entertainment consisted of Swedish dances, which were very pretty, and of course all who wanted to dance took part.

All voted the evening one to be long remembered.

With her usual spirit of friendliness and hospitality, Grebbie invited all who would, to come to her Knowell and housewarming. Over fifty came to Larkspur, and through a grove of redwoods to the new home Ida Rose Grebina has built in a beautiful setting. Most of them were in time for lunch, which was really a feast, spread on tables under the trees, and others were dropping in all through the day—many men among them. Thanks, Grebbie, for the pleasure of masculine society.

After eating more than we should have, some of the hardy ones took advantage of the trails nearby and enjoyed the beauties of marvelous Marin. Others played Bridge, but most of us enjoyed chatting with our friends and making new ones, and inspecting the lovely new home of our hostess. Nan, always incorrigible, had to run out and look up a man. It is rumored she found two of them, and when Matilda got her back again, it was with a family!

Sitting on the porch, or in a circle in the large living room, we listened to a charming musical program and singing given by Muriel Kamler, a talented young cousin of Grebbie's, Adele Metzner, a former grand opera singer, and Florence Drake LeRoy, still claimed by the Choral. Tea was poured by our president, Marion, and our past president, Margaret. Elephants, white, green, pink and red—not as a symbol of a political party but for good luck—were the souvenirs. If friendship, cordiality, and hospitality can warm a house (and can they not?), Grebbie's has been warmed for all the years to come, and christened by her departing guests, *Friendship House*. L. S.

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EMPLOYMENT

We sometimes think how drab and uninteresting this world would be if every one of us had the same ideas on the various topics that come to our attention. With this thought in mind, we are planning to bring to your attention various viewpoints on the matter of employment which have come to us as a result of the recent request for opinions on the Guidance Bureau of the Presidents' Council. It is our hope that this symposium will be of help to us in clarifying our ideas on this interesting and timely subject.

SORRY: WE HAVE NO VACANCY

By FRANCES EFFINGER-RAYMOND

She came into my office with a card of introduction and asked me to help her find a position. She told me of all the positions she had held and gave me her reasons for making the changes. I was busy, but I listened. I wanted to help her and I wanted to know why she had changed positions so often. I tried to believe in her skill in the technique of shorthand and typewriting, her ability to handle details, her willingness to co-operate with the old help, and work for the good of the office as a coordinated, unified, going concern with an established policy. But there was something underneath the surface, an intangible something that made me question and hesitate—something that warned me that the woman lacked the essentials necessary to achieve just ordinary success.

She didn't look good to me or fit into the business atmosphere. Her eyes, for instance, were not steady, they wavered around and about instead of looking into my eyes. There was too much color on her cheeks and lips—it was not artistically nor convincingly distributed. Her clothes were all right, but her hands were unpleasant. I felt sorry for her but, in fairness to our office, I did not dare employ this woman. She gave me the impression that she would be hard to get along with, that she would consider herself a top-notchers no matter where she was placed.

Naturally, what we want are top-notchers. There is today, and always has been, a scarcity of competent help. There are well-paying jobs waiting right now for women—every executive, every employer knows this to be true. The trouble is with the women, and not with the jobs. It is almost pathetic, the eagerness with which an employer hears the story of the job-hunter; and it is sometimes incredible to witness his optimism—hiring and firing in a constant sifting process to find one who can and will make good.

The world is full of *educated* fools; natural born drifters, *top-notchers* without foundation. Brilliance is not the pass-key to Success. There are mighty few brilliant heads of large corporations. I have a listening acquaintance with a lot of millionaire bankers, real estate men, presidents of national business successes; they don't flash and sparkle—they have the appearance of hard-working pluggers who have had a few bright thoughts.

Most of the *bright minds* are among the hired hands. Seems as if most of the great body of employees are perfectly willing to sweat and labor to climb within a few feet of the mountain top, there to rest while the woman who won't quit keeps on to success. In every walk of life—doctors, lawyers, mer-

chants, chiefs; rich men, poor men, beggar men, thieves—there are thousands whom we call *pre good*, a few we call *good*, but the *top-notchers* as rare as white blackbirds.

The woman who inspired this reflection may (I hope she isn't) looking for her job; not a job the job, but one she thinks she could sit down in and rest in and relax in; one where her personality justifies her salary. Personality is desirable, but it is not the only desideratum.

GREB-BIE SAYS THANK YOU

I heartily and cordially want to thank all the girls especially the members of the Choral, who so graciously came to my Knowell and Housewarming, the lovely turn-out and wonderful gifts given to me. They all will be cherished as a token of kindness and friendship.

Gratefully yours,
GREB-BIE

AN ORIGINAL POEM

Submitted in the Club Contest by

ELIZABETH S. ADAMS

A Question

A rabbit eats his spinach raw,
He even seems to like it.
It doesn't stick him in his craw,
He evidently likes it.
I eat my spinach neatly minced
And never seem to like it.
I eat it always nicely rinsed
And still I never like it.
If spinach is so good for us,
Why don't we ever like it?
Why do we stir up all this fuss
And never really like it?

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SEPTEMBER 5, 1936

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Weekly Program



Coming Events

SECTIONS

Sept. 7—Civic Section, 7:30 P. M.

Sept. 8—Dramatic Section, 7:30 P. M.

Sept. 10—Choral Section, 6:45 P. M.

Sept. 10—Thursday Open House, 8:00 P. M.

Hostesses

Lucille C. Caesar, Chairman

Edith B. Lovell

Esther Bowles

Ingeborg Fern

Helen L. Mielke

Marie Wilkening

Josephine Clark

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC NOTES

Our last Dramatic meeting in the club rooms was very well attended and the interest and enthusiasm we could wish for. The next six weeks will be very busy ones for many of our club members, and we are sure that everyone in the club is anxious to dispose of all the tickets possible for our dramatic show, for as you know this event is really a club benefit. Orders for tickets may be placed with Zuluements or Ellen Heady, Mrs. Burlingame, any member of the Dramatic Section, or one of the ticket committee, which is as follows: Elizabeth Adams, Margaret Bell, Frances Egan, Minnie Korn, Jean Morrison, Bertha Dale, Clotilde Grunsky, Hazel Oppenheimer, Matilda Schimpf, Hazel Ramon, Belle Lanz, Edith Floyd Margery Shaffer, Gertrude Abbs, Frieda Korn, Rose O'Brien, Zella Kimball, Inah Butler, Amanda Heusermann, Phoebe Wramp, Carl Parr, Edna Rowe, Ruth Shaw, Marie Wilkening, D. Roach Withers.

We had seventy-five tickets ordered before they were even printed. So don't you think you had better get yours early? All seats are reserved, priced \$1, 75c, 40c, plus tax.

KNOWELL ECONOMICS

Girls, do you all understand why we are giving series of Knowell parties and charging fifty cents tribute from each guest? Many of the hostesses are reluctant to collect that tribute. They like to let friends together just for the fun of it. It seems so bad to ask a guest to fork out a fifty-cent piece. But, hostesses, keep in mind that, gay and jolly as our Knowells are, there is a serious purpose behind them.

That purpose is to add to our income so that we may continue to live in the style to which we have become accustomed. Each of us pays her dues gladly. The income thus collected would be ample to support

the club in the usual fashion of clubs, but we refuse to run our club in the *usual way*—not us, we're swanky. We want lovely club rooms. We want an efficient secretary. We want a weekly magazine. Now, we cannot pay rent and salary and hospitality upkeep and magazine expenses and dinners for guests and publicity and the many other items that go to make our club the force it is out of the income from dues.

No chairman of the Ways and Means Committee, to date, has ever found the club membership willing to live within its income—in other words, to get along without club rooms, secretary, hospitality, and all the rest. So the only thing to be done is to raise the necessary funds through activities in which the members take part. Each year the method is different and each year as much fun as possible is worked into the scheme. All the older members and most of the newer ones like the sociability and good fellowship developed with each new plan. The small sum of money contributed by the individual, measured against the fun, is nothing at all.

This year the Knowell parties were repeated at the request of many members who remembered with pleasure these jolly get-acquainted affairs from two years ago. I want to make you all aware of the really vital part these Knowells play in the economic life of our club. Let each prospective hostess give her party as soon as possible and help keep the coffers adequately filled.

Some of you feel that a Knowell must be a special event sort of party. Nonsense. The simpler the party, the better, provided you encourage your guests to have a good time—a talk fest is what we all love. Just get your guests there and they'll make the party a success. So hurry, hurry, hurry. Labor Day is near and before you take a long breath Thanksgiving will be on us. Get your party going during September if you can.

E. S. A.

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NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Hearing reporter (open to men and women). Salary, \$160 a month. Age limits, 23 to 50 years. Date of examination, September 26, 1936.

Supervisor of Public Health Nursing (open to women only). Salary, \$205 a month. Age limits, 30 to 45 years. Date of examination, September 19, 1936.

HOSPITALIZATION—Continued

ZIP...RIP... Six-inch adhesive torn off—skin, bones and all. THERE'S a thrill of a lifetime never to be forgotten—if you live through it. But how quickly all these bad experiences are forgotten when you receive at 10:10 every morning that cheery *Good Morning* card from our own dear Matilda Schimpf (Tillie the Toiler of the department of Sunshine) and SUNSHINE it surely is.

At business meetings we smile when she reports so many cards, so many phone calls, but only those who have been victims of sickness realize what her work really means which is a part of her BIG-HEARTED self.

Then there were the cards sent from thoughtful club members who had gone out of town for the week-end and from my *partner in cuttings*. They brought a lump to the throat. And all those kind friends and members who did such very thoughtful and loving acts never to be forgotten under any circumstances. All of which are so greatly appreciated and contributed so largely to a speedy recovery. There is nothing more I can say except, THANK YOU and GOD BLESS YOU.

JOSEPHINE RUDASILL (RUDY).

CLUB NOTES

MARGERY SHAFFER

Lillian B. Carpenter, vacationing in Seattle awaiting the arrival of Daisy Prechtel, who left last Saturday. They will drive back together a visiting points of interest.

At last we have Sara Ann Magill's address: Everett Street, Los Angeles. She sends best wishes her many friends in the club. Do we send ours? surely do!

Susie Hicks' new residence address is 1047 I Street. Her office is now at 250 Federal Building. Telephone is Market 3741.

Nettie Smith, with Carrie Howland, whom none of us have the pleasure of knowing, are spending week-end and Labor Day visiting Lake Tahoe, Truckee, Kit Carson Trail, and vicinity.

Greetings from Portland came from Er Schmedes. She is enjoying a much-earned vacation seeing the beauties surrounding the Columbia River Highway section.

Shirley Lane and her sister recently returned from their vacation in and about Los Angeles. Shirley, one of our newer members and is keenly interested in our club activities.

"It's a small world after all," so says Sylvia Kempton, who is vacationing in Oregon. While Crescent City she happened to meet Mrs. W. B. Hilton. They had a nice visit together, but neither one said when they were coming home.

Enaid Jones drove 200 miles in one day in order to avoid the Eureka fog. She says the scenery is delightful, the roads excellent, and the weather warm, and, with agreeable companions, what more could one wish for to make a vacation trip thoroughly enjoyable?

Elizabeth Dutot is back at the Clift after a lovely and wonderful trip up through the Northwest and Canada. Unfortunately, upon her return, was taken ill and had to remain in bed for a week. However, at this writing, she is much better and hopes to be in circulation soon.

Helen Maguire arrived home last week from a trip to Australia, New Zealand, and the South Sea Islands. She regrets lack of time in port did not permit sending cards to her friends in the club, although she will write a club letter to all of us, which is in the hands of our president.

Gertrude Tubbs is at Carmel-by-the-Sea and is enjoying a complete rest and environment are benefiting her. We miss our R. C. A. leader, but when she comes back, watch out girls! She will be ready to climb the highest peaks and tramp the longest trails, conserve your energy against the time when Grandma says, *Let's go!*

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Ida Reed's cabin up at Echo Lake is a rendezvous for her many friends. At this writing, Ida, with Lila O'Brien and Marie Whaley as her guests, are enjoying their vacation together. They expect to be back in the city September 4.

Josephine Rudasill, following her recent major operation, is looking the picture of health and says she is feeling 100 per cent. Having a birthday last week, her mother, who is leaving this week to make her home in Martinez, tendered the birthday queen a chicken dinner. Rudy says she kept pace with the guests and *did not pass up a thing*. Rudy's sister is married in Los Angeles this week, and will make her home in Martinez, where her husband is in business.

PRESIDENT'S COUNCIL

Below are some expressions of appreciation from members and others of the President's Council and work of the Guidance Bureau:

Margaret Mary Morgan says: "This seems a most worthy work and I am proud that our club belongs to it."

Annie Little Barry: "I am in sympathy with this project. Much will depend on how it is organized. Of course it will take time and patience to develop." Jennie Gada and C. L. Glenn: "Enclosed is a small contribution to what we feel certain is a needed work, but also a very difficult task and one very apt to fail because it requires almost impossible idealism, plus realism in experienced executives."

Mrs. Greeley, Dean of Women of the University of Wisconsin, stated it was the finest and most humanitarian project of which she had heard. Felt that all men and women in the city should be interested in it.

And the following from different members of our club:

"I think this is one of the finest plans that has ever been started by women's clubs anywhere. It is something that is most timely and all of us should help support this fine movement. If each of us could induce five friends (on the outside) to donate one dollar each toward this cause, it would help put the project over successfully."

"I think the President's Council is the finest thing any city has ever attempted. It will have to be privately financed for awhile until the worth is generally recognized. I do feel that the bureau should be one of guidance rather than employment. I am all for this work."

"The efforts of the President's Council are certainly splendid and timely. We all realize that at the present time it is almost impossible for the older woman to secure work as the trend is very much towards young employees."

"Is experience given no longer any consideration? Could the older woman be at fault, perhaps by taking her position too much for granted, by being careless about her person or by being unattractive through disregarding styles? Or perhaps by being unsociable with her fellow employees?"

"Perhaps salaries have a great deal to do with it, as younger girls and women may work for smaller remunerations as they may not have the responsibilities the older women have. If business women could get together and establish certain wage scales for beginners and more experienced workers, it would be a great inducement toward keeping experienced employees regardless of age."

Remember the President's Council needs your contribution.

ANOTHER THURSDAY

Dear Edith Floyd, Ethel Maxwell and Lorraine Graves:

In behalf of the reception committee please accept our sincere thanks for the delicious cakes you so generously sent to our party.

Was it not nice to have Rudy back with us on her sixteenth birthday? Leave it to Rudy. She will never run out of numbers.

Of course we don't want to gossip, but it sort of looked as though our president and second vice-president signed up for membership a very competent young business woman by name of Mrs. Mary C. Fromhagen. We hope she likes us as much as we know we like her.

Lovingly yours,

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MORE KNOWELLS

A very original and really different Knowell party was given by Mrs. Minna C. Alphonso, Mrs. A. F. Cosgrove, Miss Ruth Walsh, and Miss Cornelia Farrell. Thirty-one of us assembled at the M. J. B. tea room for the indoor picnic, dressed in suitable garb.

On arrival it seemed that we had been transplanted to some tropical garden, abloom with great bowls of pink and lilac hydrangeas and that hypocrite of the garden, zinnia, which will greet you in pastel shades, then blossom out into a flamboyant carmine, in glorious crimsons and yellows. The flowers came from the garden of Mr. Charles Branstén, of M. J. B. Co.

Mr. Branstén, through Miss Farrell, also presented us with souvenir packages of M. J. B. coffee and rice and tree tea. Miss Caroline Davis was present to show us how to make a *good* cup of coffee, and we all feel that after her very clear instructions we have no excuse for poor coffee in the future.

Still on the magic carpet, Mr. Wilford Tuska, head of the tea department, took us via moving pictures to India, China, and Japan, where we saw just how tea is grown and harvested for market.

Shall I tell you about the picnic lunch? We began with punch and canapes, delicious individual chicken pies, great trays of combination salad, boiled tongue, ham, biscuits, cheese, and cups and cups of M. J. B. coffee. For dessert we had deep dish apple pie, ice cream and cakes, so many and so delicious words fail me.

This was truly a never-to-be-forgotten Knowell.
HARRIET BLOCKBURGER.

Eight of us gathered at Ingeborg Ferm's cheerful apartment for luncheon. And what a luncheon! Among other delicacies, chicken that melted in your mouth and a surprise dish which we learned was zucchini. Of course we all wanted her recipe. Ingeborg certainly is some cook.

After luncheon, informal chatting and a game of bridge. When we finally realized that the hours were slipping by fast, we were loath to bid farewell to our charming hostess and another Knowell party. They certainly are a boon to become better acquainted with those we think we already know and to make valued new friends.
M. G.

Of course the JEAN KERRISON KNOWELL PARTY would be different!!

We had a most interesting evening, which was divided into two features of entertainment.

First: THE MARIONETTES, directed by Ralph Chessé at the Federal Theater, where *George Bernard Shaw* presided over the program, continually favoring us with his cryptic utterances in connection with the various dramatic and operatic numbers which were given. This part of the Knowell Party ended with *The Wedding of Jack and Jill*, by THE QUINTUPLETS, which the *Master of Ceremonies* considered only second to his personal appearance at the evening's performance.

Second: A repast followed which might have commanded the royalty of all nations. The sandwiches were good to look at and equally pleasing to the taste. The prettily decorated table with its tempting food, together with the sincere hospitality of the hostess, made the eighteen guests loath to leave. But midnight came all too quickly and we departed with a pleasant memory of congenial companionship, which makes one more link in the happy friendships of OUR CLUB.
IDA J. LORD.

CHORAL SECTION

You may have been vagabonding all summer, if you have, you'll enjoy the Choral music and so we are preparing now for the Annual Drama Show, because they have a touch of gypsy in them. We are sure you will like them—the rhythm is very catching and pleasing. We cannot do our part without if we do not have your assistance. The songs have been selected, but we need some voices to give them volume. Our chairman is most enthusiastic and giving a great deal of her time and efforts to this new music for the Choral. Surely there must be some contraltos and altos in our membership. If you can either, we ask that you do not hide yourself under a bushel, but come to our meeting next Thursday 6:45 P. M.

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DRAMATIC SHOW — Community Playhouse — October 13th — Save the date

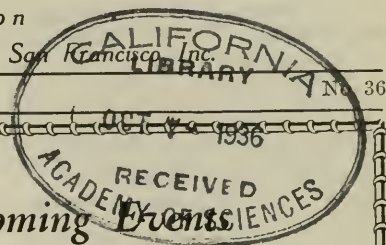
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 13

SEPTEMBER 12, 1936



Weekly Program



Coming Events

Sept. 14—Book Section, 7:30 P. M.

Sept. 15—Dinner, 6:15 P. M.

Western Women's Building.
Subject: What Does Social Insurance Mean to Us?

Speaker: Miss Emily Huntington,
University of California.

Sept. 17—Choral Section, 6:45 P. M.

Sept. 17—Thursday Open House, 8:00 P. M.

Hostesses

Anna C. Reidy, Chairman

Esther Wilson

Jean E. Kerrison

Irene M. Sheehan

Agnes DePuy

Bertha M. Pierce

Julia Baumgarten

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

JUST WHAT DOES SOCIAL INSURANCE MEAN TO US?

Everyone of us, as business and professional women, is affected by the Social Security Act which as passed by the last Congress. At our next meeting (September 15), Miss Emily H. Huntington, Assistant Professor of Economics at the University of California, will explain to us just what this legislation means to us as employers or employees, what we will have to pay and what protection it will give us. Miss Huntington was one of the framers of the original employment insurance bill presented to the State Legislature of California, later passed in modified form—and there is no one in the state who knows more about the subject than she does. The program is sponsored by the Civic Section. Be sure to make your reservations early with Mrs. Burlingame.

An introductory five-minute talk will be made by one of our members on the celebration planned at the completion of the bridges in November.

CHORAL SECTION

The Choral is definitely on the Dramatic program this year and rehearsals have started in a big way. Nearly everyone is back again and getting ready for fall activities. Your chairman appreciates the effort you make in coming regularly on Thursday evening. Your co-operation and good fellowship are all we ask. With these two we can go a long way to success. The new music and songs are very pretty and catchy. You will like them and will want to know them. Surely we have quite a number among us who can join this Section. The rehearsals are every Thursday evening at 6:45 and you will enjoy the house of song. Come next Thursday evening.

DRAMATIC NOTES

THE STARS—Our stars are working hard these days and so enthusiastic are they about their parts that several are taking private instruction from Mrs. Hackett. She has offered an attractive rate and anyone interested may call the chairman for further details. It is amazing how other club members are anxious to help too. We are surely grateful for the co-operation of our Choral Section, and many individuals also.

DEADLINE—Everyone taking out tickets is responsible for the price of those not sold after the dress rehearsal, October 11.

FUNDS—The money collected should be turned over to the person from whom the tickets were received originally—and do not trade tickets with each other. Unless we are careful about this, it will be impossible to keep an accurate check on the tickets.

CIRCULARS—And of course you are sending some of the circulars found in the club rooms to some of your friends and asking them to save the date for our dramatic party—OCTOBER 13—in the Community Theater.

BOOK SECTION

At the meeting of the Book Section on September 14, at 7:30 P. M., we are to have the pleasure of hearing Mrs. Henri Napier Carmer, whom most of the members know. Her subject will be *Reading My Way Through the Winter*, and will deal with *Personality traits which interfere with efficient reading* and *The outstanding books of the winter*. Mrs. Carmer was chairman of the Book Section for two years, and all our members will be delighted to have this opportunity of hearing her.

The Business Woman

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Club meetings are held first and third Tuesdays.
 Business meetings are held following dinner, the
 first Tuesday of every month. Program meetings
 take place on third Tuesdays.

BUSINESS WOMAN

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 Contributing Editor..... Edith C. Floyd
 Club Reporter..... Margery Shaffer
 Accounting..... Ruth P. Shaw
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Executive Secretary
 Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

CLUB NOTES

MARGERY SHAFFER

Antoinette Choisser, one of our new and active members, had the misfortune to be in an automobile accident about two weeks ago. At this writing she is still at home and will be confined to her bed for at least another week. Best wishes are extended to Antoinette for a speedy recovery.

Bertha Pierce has been having considerable trouble with her throat and thought perhaps a good sun baking would do her good, hence she spent the Labor Day week-end at Carmel, where she hopes to find it much warmer than here.

The same group of eight congenial friends have been meeting once a month for bridge for the past twelve years or more. Over the last week-end they held their eighth annual bridge game at the home of one of the members in Larkspur. Lydia Johnson and Carrie Davis both belong to this group and look forward to each meeting with a great deal of pleasure.

Ruth Shaw spent a very lovely week-end with friends at Santa Cruz.

Florence Lewenthal is a very busy person, so decided with her few days off she would spend it with old friends over in Berkeley as she has not had a real visit with them for a long while.

Margaret Bell spent a few days in Pajaro Valley, where she said she got quite well acquainted with the cows and chickens and they understood her language. However, she came back to the city, deciding not to be a farmerette.

We are delighted to report that Gertrude Tubbs is secluded in Carmel Valley getting full of vim and vigor. We are hoping to have her back soon in San Francisco, where she belongs. Best wishes from all of us, Gurdy.

Our sympathy is extended to Terese Forman the loss of her sister, who recently passed away.

As Mr. Hamilton, who is a mining engineer, is to go up into Siskiyou County examining mines, Susan Harris Hamilton decided she would go with him, making it part of her vacation, and a very interesting trip at that.

Charlotte MacCuaig sends us her Sacramento address, 1363 Forty-fourth Street, c/o D. R. Bail. She has not been feeling so well for some time, as a position was offered in the hot belt, she thought it might do her a world of good. She is enjoying a new work very much and says she is living close Hazeldean Mitchell-Snedden. Charlotte wishes to be remembered to her friends in the club.

Many of us who had the pleasure of knowing Mabel Pinger's Aunt Delia, will be sorry to hear the serious illness of the latter. In the midst of July with a temperature of 106 degrees in the shade, Aunt Delia, although still weak, is slowly convalescing from bronchial pneumonia. They had ice in her room, with the electric fan turned on the ice. Then in the midst, Uncle Harry, who is now 84, was taken ill, so you can well imagine that Mabel had to be housekeeper, nurse, business manager, and what have you. Our best wishes for the speedy recovery of your aunt and uncle and kindest thoughts to you Mabel, always.

A number of our members are planning to take an autumn jaunt to Asilomar over the week-end of September 12 and 13, to attend the first quarterly conference of the Bay District Federation. There will be panel discussions, good speakers, round table and also entertainment.

At the fall opening session of the City and County Federation a number of our members take an active part: Letitia Farmer, chief counsellor to the president; Helen Doble, local civic events; Mrs. J. Meikle, mother of Judge Theresa Meikle, printing; Dr. Frieda Kruse, public health; Hulda McGirr, recording secretary. And so it goes. You hear folks say the days are not long enough, and still we see able to accomplish all the things we set out to do. don't we?

KNOWELL

An invitation was received for a five o'clock tea on Sunday, August 30, at Mae Cummings' beautiful home, in Ashbury Terrace, but instead of a tea, turned out to be a banquet. Our lovely hostess and her charming sisters entertained us with their whole home hospitality.

A game of bingo was played and some very nice prizes were given, including an order for a gallon of that fine Golden State ice cream. Consolation prizes were given to those who had a low score. Only one guest failed to score and she was presented with a beautiful hand-embroidered linen handkerchief for the booby prize. About 10:30 one of the guests remarked: "I thought this was just a tea, and here we are at 10:30." Everyone was having such a good time, the hours flew. The guests were unanimous in voting the occasion a huge success.

M. C. A.

R. C. A.

Theatre! In October comes George White's Scandals! Oh, deah, that will be a girlie-girlie show.

September 20—Keep the date 'cause we'll be walking.

GERTRUDE D. TUBBS, Recreation Chairman

SONS OF MARTHA

inch-hitter at the eleventh hour on a radio broadcast of the *Call-Bulletin's* series, *As Women to man*, was Louise E. Stivers, talking on her favorite theme, the Guidance Bureau of the Presidents' Council.

Louise, asked to substitute with a few hours' time preparation in place of a radio speaker whose appearance was cancelled, gave an informative and interesting discussion of the work of the bureau from the time of its inception through the council as a means to help older women in search of employment. *The Sons of Martha*, quoted from the Kipling story, was the topic of the talk, and immediate release came in by telephone to the bureau in the form of an offer of work by an employer who heard the broadcast.

We print below a very condensed outline of this excellent speech:

In one of his poems, Rudyard Kipling has divided people into two classes, the Sons of Mary, who *select their lot*, and the Sons of Martha, *of the careful and the troubled heart*. For certain it is, that while some people can be carefree under any circumstances and always evade responsibility, others can never escape the fate of caring about the other fellow and doing all they can for him, regardless of their own circumstances.

Some are in the thronged and the lighted ways, so in the dark and the desert they stand, and the watchful all their days, that their brethren's days may be long in the land."

In every group you have them—the Sons of Mary, who can always be depended upon to see that the wheels *run truly* and to look around for more things to do, and the Sons of Mary, who let them sit.

Today, I am going to tell you about a particular group of Sons of Martha—only this time they happen to be daughters.

Almost a year ago, a number of members of the Business and Professional Women's Club met to discuss what service they could render to the community. It was remarked that there must be, even in this city, many people who could not get jobs, and who needed help. These clubwomen, in imagination, could feel what others might be going through. You can imagine the discussion and the questions asked and pondered.

Talking is useless if it does not lead to action. The club decided that it must find out more about its fellow women, and find a way to help, and that it must get other clubs composed of business and professional women to aid them. The presidents of these clubs could meet and counsel together, decide on a plan of action and get the membership of their organizations to unite in the work. The first meeting of these club presidents was last October, and they called themselves the Presidents' Council. The ideal, while beautiful, was certainly difficult of achievement. Where to start on this job?

The first step was to get information. To know what, if anything, needed to be done. Federal and State agencies were asked for information. It was found that thousands of women in this city needed work and did not have it. The younger person was not so desperate as the older one because, generally, she had a family to rely on or at least a home, and the younger people were given first chances at employment. But the problem of the person who had worked a few years and faced unemployment was more tragic.

The Presidents' Council decided to experiment, to roll up its sleeves, get down on the job and see by actual work what could be done. In May of this year an office was opened, a counselor put in charge of a guidance bureau, to which this group of so-called older women were invited to come and talk over their problems. Since then nearly 600 women have passed through that office. Not a large number in comparison with those in need, but facilities are not available for more. Employment is seldom their only need. Friendly interest and advice, a feeling that someone still cares about their fate, a clearing house to which they may come for information—all these are essential to them.

The Presidents' Council has not found an answer to the economic problems of the world today. It cannot give a formula as to how to create jobs. It has no panacea for social security for all. But it has found a job that needs to be done, and it is convinced that the only way to get it done is to get to work on it directly, little by little accomplishing something, making people think and plan and try out ideas.

We are confident that there are enough people in San Francisco, imbued with the spirit of the Sons of Martha, to give us their interest and support and that this work will go on.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

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Bookkeeping machine operator. (Open to men and women.) Salary, \$100 a month. Age limits, 21 to 45 years. Date of examination, October 17, 1936.

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NOT JUST ANOTHER THURSDAY EVENING

But a *very special* Thursday evening, at which we were most graciously entertained by one of our own club members and two very charming guests. Ida Lord gave us a vivid and inspiring talk on Jane Addams of Hull House and Mrs. Edith Vori Richardson, accompanied by Miss Mertiana Towler, demonstrated just what can be done with a beautiful voice when properly used.

What could be sweeter? Nothing but the refreshments which were generously supplied by Betty Walton, Daisy Dennis, Ella Allen, Susan McGill, and Stella Ramon.

To sum it up in the words of our president, who said on departing: *What a nice evening and what a lot of nice people.* Who could ask for more.

H. L. R.

NEW MEMBERS

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Publicity Director, Palace Hotel
KEarny 8600

Stephens, Esther M. (Miss)

House Manager, Century Club of California
1355 Franklin St.—ORDway 7117

ANOTHER OF OUR MEMBERS HONORED

Mrs. Hazel Oppenheimer, one of the outstanding representatives of the Equitable Life Assurance Society and a leading life underwriter of San Francisco, has been elected a member of the Board of Directors of the San Francisco Life Underwriters Association, Incorporated. Mrs. Oppenheimer has taken an active part in association affairs for a number of years and, in her capacity as a member of the board, she will serve also as chairman of the Women's Committee. We are proud of this honor for one of our members.

ALAMEDA INVITES US

Our State Second Vice-President, our own Louise Jolly, will be the speaker at the dinner meeting of the Alameda Club on September 22, 1936 Hotel Alameda, 6:45 P. M.; dinner, 77c. Louise give the highlights of her recent trip to Japan, we all know what an interesting and delightful speaker she is. The committee is also planning of entertainment which will be fitting for that evening.

Members of our club are invited to attend. M reservations with Mrs. Burlingame not later than September 20.

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DRAMATIC SHOW — Community Playhouse — October 13th — Save the date

The Business Woman

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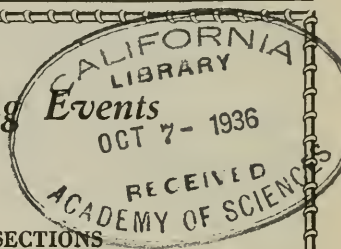
SEPTEMBER 19, 1936

No. 37

Weekly Program



Coming Events



Sept. 22—Dramatic Section, 7:30 P. M.

Sept. 24—Choral Section, 6:45 P. M.

Sept. 24—Thursday Open House, 8:00 P. M.

Hostesses

Dr. Margery Ethelle Shaffer, Chairman
Alice M. Jones Alice Kennedy
Lucy Thompson Nettie B. Smith
Anna B. Joseph

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CALLING THE FIRST TWENTY

YES! We said twenty for that is all we can accommodate at Madelon Saxon's Knowell Party to be held Sunday, September 27, at her delightful home at Mill Valley. Madelon's party last year proved such a happy event that we vowed then and here to have a repeat this year. You remember the menu planned and prepared by Callie Baehich and Phoebe Wramp? Well, this also is to be a repeat. We'll go over in the morning and spend a carefree day in *Marvelous Marin*. Incidentally the proceeds will go to THE BUSINESS WOMAN. We all look forward to its weekly appearance, so let us help the good work along. If perchance you cannot attend and feel so inclined, your contribution will not be refused. BUT above all else, please remember reservations will be made in order of receipt and should be made either with Mrs. Burlingame or Nan Lawrence.

A TREAT FOR US

For Thursday, October 1, arrangements have been made with Mrs. Terakawa for a delightful evening in dainty and colorful Japan. Four or five Japanese children will dance for us, native dances of Japan. Mrs. Terakawa is the wife of Dr. Terakawa, educator and minister of the Buddhist Temple, 1881 Pine Street.

Dancing, tea leaf reading, rice cakes. Best of all, we are looking forward to having Belle Banz with us again.

R. C. A.

Sunday next—September 20—meet at the end of the Sutter Street car line No. 2—at Sutro Baths terminus—at 11 o'clock. We ramble down the beach and lunch at Fleishacker.

GERTRUDE D. TUBBS, Recreation Chairman.

DRAMATIC NOTES

Another week has gone by, which brings our Annual Dramatic Show much nearer to the great moment. Every person who has been assigned something definite to work out for it is quietly doing all possible to perfect that assignment—and we are assured from every side that all other club members are boosting and talking the "show" at every opportunity. So confident now are we that it looks like whatever success we may enjoy cannot be accredited to any one person, but to all of our members and friends.

Do not forget the deadline for unsold tickets! Remember to use as many of the circulars as you can! And, whatever you do, save the 13th of October and meet us in the Community Theater at eight-twenty.

ELSIE FEAR, Chairman.

CIVIC SECTION

On Monday evening, September 28, 1936, at 7:30 o'clock, we are to have a debate, the subject of which is Number 22 on the November ballot, a referendum measure which proposes a tax on chain stores.

Mr. C. J. Grady, Secretary of the California Retail Meat Dealers' Association, representing the Anti-Monopoly League, will speak in favor of the tax, and Mr. Paul Gibson, former Assistant United States Attorney, will speak in opposition to the measure.

As open-minded citizens and intelligent voters, we want all the information available on this subject.

Following the debate, we shall have a discussion of the subject, in which all members and their guests are invited to participate.

EDNAH M. BUTLER, Chairman.

SEP 18 1936

The Business Woman

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2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall
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Reception.....Minnie E. Korn
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Ways and Means.....Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

BRIDGE CLASSES RESUME

Mabel A. Clay has been appointed chairman of the Bridge Section and wishes to announce that the new Bridge classes for the year will start on Wednesday evening, October 2; beginners' class at 6:30 and advanced at 8:00 o'clock. Six lessons for \$2, and all under that queen of teachers, Jeannette McCurdy. Make your reservations at once with Mabel A. Clay, PProspect 1202.

CLUB NOTES

MARGERY SHAFFER

Ethel Johnstone delightfully entertained clev friends at her home in Lake County. The trip there is well worth it, as this section of scenery plus Johnstone hospitality, is a happy reminiscence.

Jane Smith, who is now treasurer of the Salin B. & P. W. Club, when jokingly asked how it was she was elected to the office so soon after joining the group, replied, *Guess it is my San Francisco Club training.* Jane wishes to be remembered to her many friends here and was looking forward to seeing many of us at Asilomar during the District Meeting which was held last week-end.

Terese Forman, *Trixie* to many of us, entered the French Hospital last Saturday to undergo an operation for appendicitis. She will be there about two weeks and will be delighted to see or hear from her friends. Our united best wishes to Terese for speedy recovery.

Gertrude Tubbs is home again! We are pleased to report that Gurty returned to her office Monday week and is looking fine, gained some weight, and all set to continue with her busy life.

Laura Clough has been enjoying a vacation with her son and his family and friends in Southern California. She was gone nearly a month and came back ready for the busy days ahead.

Have any of you shopped for a doll lately? If you have, you will realize how hard it is to find anything but a *baby* or *Shirley Temple* type. The Monterey Club is raising funds through the sale of dolls, and as they were our hostesses at Asilomar, Helen War Bay District President, thought it would be a nice gesture for each club attending to give Monterey a doll towards its collection. The San Francisco Club decided a doll dressed as an up-to-date business woman would be nice. Lucille Caesar said she would pay for the doll and Lucy Thompson offered to make the clothes for it, but alas! no suitable doll could be found. Someone suggested a shop on Post Street, so, upon investigation, the committee purchased a very unique, quaintly dressed Russian doll representing an *attendant*. Here's hoping this *Do Business* will increase the Monterey Club treasury beyond expectations.

Minna Brown, who has been in Honolulu all summer, on business and pleasure, returned last week. While in the distant land, Minna had the misfortune to break her right wrist, but as she is left-handed it did not interfere with her work. Our sister club in the Islands is composed of a fine active group of women who delight in making their visitors feel right at home in their midst. Minna brought back a copy of their roster, a very fine display of printing and art.

Mabel T. Johnson has been vacationing in Yosemite, stopping at the Ahwahnee.

We were delighted to have Edith S. Mills with us the other evening. She introduced herself by saying, *I am a member of the Lillian Palmer days.* Not just that and that alone means much to the newer members, to meet these women whose untiring efforts in days gone by have developed from a small nucleus what today is a group of outstanding business and professional women pulling together to find their place in the sun.

As Thursday, September 17, marked the 149th anniversary of the signing of a great historic document in Philadelphia in 1787, the entire nation celebrated. San Francisco's observance presented

complete program of speakers, pageantry and song. Among the outstanding speakers appointed by the Elizabeths' Committee was our own Judge Theresa Mickle. How well we all know and appreciate her kind sense of humor and understanding! Alice Jones is enjoying a much-needed rest and her vacation of two weeks has vanished to Seaght, California, to enjoy it to the utmost. Mrs. D. Roach Withers, although since her retirement from active business has more or less of a continual vacation, decided to take two weeks and go on to Salinas. She says it seems more like summertime to really pack suitcases and get out of town.

ANOTHER FINE POEM

In the list of poems submitted in the contest recently, our program chairman showed her ability not only as a playwright, but as a poetess as well. Following is one of several fine ones which she contributed:

WISHES

Suppose it came to pass some day, when crowds were homeward bound,
That a way of granting wishes universally were found.
And all at once there came to pass the things folks long to do;
You'd see some funny sights and some that were alarming, too.

Some folks would hiss, and some would kiss, and some would marry strangers,
And some would use their arms for wings and risk all sorts of dangers.
The timid little man would lick the bully he despises;
While ladies would swell up or shrink to all the stylish sizes.

The colored race would all turn white; the girls would all be beauties,
And every boy would have a dog and no unpleasant duties.
When jails burned up and schools burned down and children had vacation,
You might, for just a moment, have a feeling of elation.

At soon undoubtedly you'd ask for things back as they were,
With occasional disasters taken just as they occur,
With the only fish for dinner being those you really fish for,—
For the world would be too dull to stand—with nothing left to wish for!

CLOTILDE GRUNSKY.

CHORAL SECTION

Another Choral rehearsal has been accomplished. This time quite a number had returned whom we had missed all summer. But now that they are with us again we are sure to go forward in a big way. Our chairman and director extend a personal greeting to all who have renewed their attendance again. It is only through your attendance and by your efforts that we will be able to accomplish the aims that have been set forth. The Dramatic Evening is making shape and the Choral Section does not want to be found lacking. Rehearsals are every Thursday evening at 6:45. It is an interesting hour and you will enjoy it. Come to the meeting next Thursday evening.

A WOMAN HONORED

The new issue of stamps in commemoration of the anniversary of the adoption of the Nineteenth Amendment to the Constitution honors Susan B. Anthony, who did more probably than any other one person to help bring about the amendment giving women the right to vote.

This is the first time a woman has been honored with a place in our *National Picture Gallery* for any achievement of her own, and in fact only four have had their portraits on U. S. stamps before. They were Isabella, Queen of Spain, Martha Washington, Pocahontas, and Whistler's mother.

Susan B. Anthony died March 14, 1906, at the age of 86, at which time only a few of the western states had adopted universal suffrage. It was not until August 20, 1920, that a sufficient number of states had ratified the amendment so that women generally could vote.

In her later years Mrs. Anthony was much honored and was held in great respect even by those who could not accept her views.

Don't forget to reserve Tuesday evening, October 13, for the Dramatic Show. This is the big annual event of this section. For the choice of seats get your ticket NOW.

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A PRAYER FOR ROBUST AMERICANS

By B. C. FORBES

Give us an understanding heart. Then shall we realize the needs and the aspirations of our brother mortals.

Give us the will and the zeal and the strength to encourage and succor. Save us from indifference and indolence.

Give us faith in our sincerity and worthiness of purpose so we may never doubt that the seeds we sow shall blossom into fruit.

Let nothing daunt or discourage us.

May our aim be less to win gratitude than to further the good and the happiness of our fellow beings.

Teach us to forget unworthy self-interest in unselfish service so we may truly learn that he who would lose his life shall save it and that he who would save his life shall lose it.

Grant us a realizing sense of the greater blessedness of giving than of getting, of helping than of being helped.

Open our eyes to the unnumbered opportunities lying at hand for unspectacular daily service and give us the secret satisfaction which comes from not letting the right hand know what the left hand is doing for others.

THURSDAY EVENING, SEPTEMBER 10

Another Thursday night with a large crowd of members and friends, all enjoying themselves with the usual games of bridge, a side table of monopoly, and a little friendly chatter.

Fortune telling with tea leaves by Nan Lawrence and with cards by Margaret Bell, both very capable artists, who had quite a number of hopefuls at their mercy—I for one. Nan claims my future holds a whole jungle full of animals in it—too bad the circus left town. I might have fulfilled this prophecy by getting acquainted with some of these animals, but I guess now I'll have to be content with two-legged ones. Oh, well, I'm satisfied.

We want to thank Mary Ryley for the delicious pound cake, Mrs. Neuenburg for the tasty cookies, and Margery Shaffer for the much-needed teapot.

Till tea time again. LUCILLE CAESAR.

THE NEW ROSTER

In your new roster please make the following changes:

Instead of the name of Naomi Hammond please substitute:

Hancock, Bertha (Miss)

837 Geary St.—PProspect 6248

Clerk, Sussman, Wormser & Co.

155 Berry St.—EXbrook 2474

Also, please change Elizabeth Adams' home phone to GRaystone 8988.

DANCING SECTION

Our dancing members are planning to resume classes under the direction of Miss Sylvia Hansen. These classes are splendid recreation for the average business girl and we hope that many new members will join us. Anyone interested please get in touch with Lorraine Graves, PProspect 3860.

RECUPERATION!

The medico sed, the amigos advised: *Go s place*. It reverberated on the ear-drums until I they meant *Go to*—you know! Accordingly, I m exit to Castilleja School at Palo Alto, where t indulge in summer boarders. Mused I: In that r fied environment, I might recapture a whiff of y Discovered I: Childhood, from 2 to 12; fond m mies; adolescent girls; rickety elderly fema with an occasional male squeezed amongst the sortment. Ah—how well I completed the scene And my constant companions were ants, yell jackets, and flies—most solicitous. I was ne lonesome. At night, the joy of youth, the automol variations and the dogs, *baying at the moon*, m a restful completion. After ten days, I wen south to a romantic little hill sanctum perched feet above the floor of Carmel Valley, offering panorama of homes below and hills afar. Here w swimmers, sun-tanners, golfers, horseback rider was I a misfit! Walkers—Deah Me, No! Ah—at meals I clicked and I won at Keeno! Remain two weeks, returning to my beloved San Franci a recuped cosmopolite!

GUR.

DISTRICT CONFERENCE

Those returning from Asilomar report a v helpful and inspiring session, with perfect weath good speakers and very fine food. Those attendi from our club were Marion Morris, Charlotte M Clelland, Zilfa Estcourt, Amanda Heuerman, Vivi Yarbrough, Reta Marshall, Edna Hansen and EL Heady. State President Carolyn Weber, who is a member of our club, was present and address the assembly in her own inimitable way. We ho to have a more detailed report for next issue.

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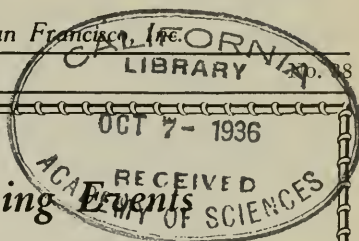
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

SEPTEMBER 26, 1936



Weekly Program



Coming Events

Sept. 28—Civic Section, 7:30 P. M.

Debate on Chain Store Tax.

Speakers, Mr. C. J. Grady,
Mr. Paul Gibson.

Oct. 1—Choral Section, 6:45 P. M.

Oct. 1—Thursday Open House, 8:00 P. M.

Hostesses

Helen L. Mielke, Chairman

Ellen F. Heady Vutura Dudfield

Lucy M. Edwards Florence Lewenthal

Flora Yordi Shaw Thelma Gleeson Baxter

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DAINTY AND COLORFUL JAPAN

One of our famous writers described Japan as a beautiful water color.

On Thursday, October 1, we will have as our guests Miss Akiko Nisbioka, who dances *Butterfly*; Miss Sumiko Askizawa, *Sarayashiki*, which represents a part of a famous Japanese classic drama; Miss Toshiko Yamanaka, *Yarinochi Yakko*, which represents a dance of a spear carrier in a famous classic festival parade; Miss Ayako Miyasaki, *Doll Kyoto*.

It will also be your pleasure to meet the lovely Mrs. Terakawa, who will have charge of the program.

BELLE BANZ,

HAZEL OPPENHEIMER,

MINNIE KORN,

Committee.

CHORAL SECTION

We know you are going to be proud of your Choral when you see and hear them step out on the night of October 13. And you who are giving so much of your time and effort are going to be proud to know that due to your efforts your part is going to be a big success. The three-part songs which you are doing are going to make a big hit. Thursday nighters get a few strains of the melody, but they will surely want to come and hear the full ensemble on the stage. There is a call for double up on rehearsals and the Choral Section as a whole responded heartily. This is the sort of co-operation that makes our club the success we want it to be. There is still room for more voices. Come to rehearsal next Thursday at 6:45 P. M.

MARVELOUS MARIN AGAIN

The Business and Professional Women's Club of Marin County will have a booth in the Grape Festival on the Kent Estate, September 26. They invite us to come over and see how they do it in Marin. We do not have instructions as to how to reach this festival, but ask any of our Marin girls and they can tell you.

COMING — Super Event

Music — Fantasy — Mystery — Drama — Comedy — Dancing

ALL STAR CAST — Dramatic Section — Choral Section — Dancers

SAVE THE DATE — October 13 — Community Theater — 8:20 P. M.

Proceeds from the evening's entertainment go into the Remembering Fund

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IRMA BURLINGAME

Executive Secretary

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except Saturdays.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Position vacant:

Field assistant, Bureau of Correction of Speech Defects (open to men and women). Salary, \$250 a month for full time. Age limits, 25 to 50 years. Date of examination, October 31, 1936.

DON'T BLAME THE INVENTOR

In the general bewilderment about unemployment a good many people cry out against machinery that takes the place of human muscle. They say it would be a good thing if we could declare a "holiday" in science and invention, a period in which no new devices would be created to throw workers out of their jobs. Actually this would be no remedy at all. Some interesting figures have been prepared by H. A. Toulmin, Jr., of the American Bar Association. They show that invention has made more jobs than it has destroyed. Occupations that have disappeared have taken away 800,000 jobs. But new businesses have added 2,250,000 new jobs. Eighteen of our largest industries have sprung out of invention and engineering in the past fifty years, and one out of every four persons today is employed in or because of these industries. And those jobs are less arduous and better paid than the older jobs were.

A census study of two and a half million persons out of work showed that only four per cent of them had been displaced by machinery. Practically all of our unemployment, tragic as it is, has been caused by a quite different set of economic conditions, some of which have their origin in world-wide disturbances, some in our own social and political system. It would be the height of foolishness to try to cure unemployment by killing off invention.

Woman's Home Companion.

CLUB NOTES

MARGERY SHAFFER

The latest report from the bedside of Terese Foman is that she is doing very nicely following her appendicitis operation. Her doctor advises rest and quiet and no visitors for a few days, BUT by the time you read this item, Terese will be expecting to see her friends. Cards and letters are always welcome visitors to the convalescent and help pass the hours.

Along the sidewalk came a colored boy, full speed on a bright red bicycle. Zip! an unavoidable collision, leaving a young woman with a bandaged leg, fortunately nothing more serious than a bruise. Says of course it had to turn black and blue when a nigger caused it. However, this mishap did not prevent Esther Wilson, one of our newer members, from serving on her committee last Thursday evening.

First aid needed for writer's cramp! At least that is the diagnosis of Pearl Smith's case. Pearl sent a check all the way from New York for her dues and nary a word enclosed. We realize she is a busy woman, but her friends here are always glad to hear from her.

We are delighted to report that Lois Peckham is now at her San Francisco address. Let's hope she will be a regular as in the days of old, for she is a whiz at bridge.

We have had three fine visitors recently,—Grace Campbell and Bessie Lancaster of Junction City, Kansas, who attended our last dinner and other sessions; also Edna L. Haase of Chicago dropped in Thursday evening and will visit us some more while she is in the city. These women were keenly interested in our various sections and expect to make a full report to their members when they reach home.

We were pleased to have our State President, Carolyn Weber, at our last dinner meeting. As she attended the conference at Asilomar, Carolyn could not resist the temptation of visiting the club at which she is a member.

Dr. Crockett hurt her knee and is going about on a crutch. She says it is getting along all right but she may not be able to take her part in the coming play. We are all keeping our fingers crossed, hoping for her immediate recovery, as she is always good in her part and would be greatly missed.

We hope by now that Netta Jones' voice has returned. She took cold, developed laryngitis, and behold not a word, not even a whisper.

A few lines came from Mae B. Wilkin from White Sulphur Springs, West Virginia, where she has been for some time. On receiving her copy of the new Roster, she remarks: "I went through the Roster to see how many familiar names I would find and finished it with an excellent case of homesickness. My very best wishes to old friends."

We are happy to report that Antoinette Choissier is back at her office following an automobile accident, but it is necessary for her to use a car temporarily.

LOOKING FOR A HOME?

Grebbie has a very lovely and comfortable room in her new home at Larkspur which she would like to rent to a member of the club at a very nominal rate to have the company of the occupant. If you are interested in an exceptional home in a very beautiful spot in Marin County, get in touch with Irene Rose Grebinar, FRanklin 3055.

A CHALLENGE REPEATED

we as a group are to realize the ideals set forth in our ten-year objective, which, by the way, is held to be a one hundred year program, we must utilize the machinery of politics. This is the keynote of the message brought back to us from the Chicago Boarding by our beloved State President, Carolyn E. And, whether it is our wish or not, we must make it CIVIC MINDED and intelligently informed. We should unite on ONE agreed small objective, and get somewhere, rather than have so many irons in the fire.

Inah Butler, chairman of our Civic Section, outlines another opportunity to at least inform ourselves by VOTING, when, at our Civic Section meeting on September 28, C. J. Grady, secretary of the California Retail Meat Dealers Association, will speak for the Anti Monopoly League in favor of the 22 on the November ballot—A CHAIN STORE. And Paul Gibson, former Assistant United States Attorney, representing the California Chain Store Association, will take the negative.

Then Mr. James A. Toner, of the San Francisco Bridge Authority, to sketch for us the romance of the Pageant of the Pacific, to be held November 13, 14, 1936, celebrating the completion of the San Francisco-Oakland Bay Bridge. There will be parades, carnivals, and, on the fifteenth there will be a night parade, showing off the greatest bridges of the world. The B. P. W. C. group is challenged to help this event over, thus upholding San Francisco's reputation as being the CITY THAT KNOWS.

At last, but not least, our speaker of the evening, Mrs. Emily H. Huntington, Assistant Professor of Economics at the University of California, one who can best frame the original Social Security Act, and who is qualified to clarify for us the complexities of the measure. Miss Huntington told us that America is far behind all other nations in providing various types of Social Security; that Wisconsin has taken the lead in working out solution of this insurance necessity; twelve states have adopted some form of social security measures, but none are as yet the answer for our many social ills. In our own state, there are yet many phases to be worked out before adequate and equitable relief can be assured, and it is a vitally affected working group are challenged to WATCH CAREFULLY all legislation pertaining to these measures.

B. W.

KNOCK! KNOCK!

Who's there? Knowell. Knowell who? KNOWELL. Friends of THE BUSINESS WOMAN who are attending its second annual Knowell party. Plan to take the 10:45 ferry to Mill Valley, where we'll be promptly escorted to Madelon Saxon's charming home for a day of relaxation in *Marvelous Marin*. And if seabeck riding appeals to you, come prepared to hunt a spirited steed, as Madelon says there is riding school nearby—rates \$1.00 an hour. Should you take a later ferry, note the address, which is 16 La Verne Road, Mill Valley. Just one thing to remember. Phoebe and Callie want to provide abundance for all and this can be accomplished only by advance reservations being made in advance either with Mrs. Burlingame or Nan Lawrence.

When one door closes, another opens; but often we look so long and regretfully upon the closed door that we do not see the one which has opened for us. Education is nothing but education; it is the first step toward something better.—*Nuggets*.

DID THIS EVER HAPPEN TO YOU?

Here's another of those good poems submitted in the recent contest. We did not realize how many poets we really have in the club.

I needed a satchel, I had one in mind,
And so I went shopping, this bag sought to find.
Twelve inches in length and six inches wide,
It must have a handle and be ample inside.
I wanted a zipper—it is handy and neat.
Looked in the shop windows on each thoroughfare
street.

Ah ha! in a corner my "Boston" I spy,
Although the price tag seemed a trifle too high.
But cost does not matter when Pride holds her sway.
I saw and it conquered. Oh, happy the day!
Like a gay prima donna, I stepped from the store,
Well pleased with the rich shade of brown that it wore.

I felt like a princess, I confess I was proud
When I caught eyes admiring my bag in the crowd.
Quizzed a gay greeting member, well known as a
wag:

"Say, where did you get the diaper bag?"

And being a spinster without chick or child,
I felt my face redden, I was so mortified.

CORNELIA FARRELL.

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DRAMATIC SECTION ANNUAL EVENT

October 13, 1936

At least two months ago I met, at the entrance of one of our department stores, one of the members of the Dramatic Section, who confided in me that she had found the most secluded spot in the store lounge where she could drop in to study her lines for the annual dramatic event. This started me to thinking. Here was a busy woman taking her precious noon hours and evenings in preparation and I wondered if other members of the club fully realized and appreciated the sacrifices these members of the Dramatic Section make to produce this show and make it the outstanding success it always is. If they do, there is no question but that the Community Playhouse will be sold out far in advance. Nor is this section alone in its endeavor, for the dancing class is working hard on group and individual dances of which we are going to be proud. The Choral also is working overtime in preparation of its contribution.

As for dramatics, four plays will be given, all different in type and character to any previously attempted.

We rarely expect returns for loyalty, but this time we can safely anticipate an evening of delightful entertainment enhanced by the presence of our friends who constitute our club home.

SAVE THE DATE! October 13, 1936, COMMUNITY PLAYHOUSE. N. G. L.

OPEN HOUSE

The *Thursday Nighters* enjoyed a jolly get-together in an evening of bridge and becoming better acquainted. Among us was our newest member, Miss Louise Nyma.

With the able assistance of Anna Reidy and Frieda Korn, our guests were welcomed and made to feel the warm hospitality of our club. Participating with us were Mr. and Mrs. John Burger (sister and brother-in-law of Nan Lawrence); Miss Edna Haase, a member of the B. P. W. C. in Chicago; and Miss Roxy Gardner of the National Broadcasting Company in New York, who contributed to the evening's entertainment by favoring us with several piano selections.

AND—the girls are still talking about those delicious cakes! A vote of thanks to the donors, Susie Hicks, Bertha Pierce, and Frieda Korn.

BUY THEM NOW

Although the tickets for the Dramatic Show are selling well, the time is drawing near when it will be too late to secure a good seat. If you have some friends whom you want to go, better buy your tickets for them NOW. We also need some volunteers to help sell them. Come on, let's help the Dramatic Section put this over in a big way. After all, it benefits all of us, so let's help them make it a success financially. ELLEN HEADY.

BRIDGE CLASSES

We made an error last week in the announcement of the date for the Bridge classes. These classes will be held on the first Wednesday in October, the 7th instead of the 2nd. Please note this date and make your reservations with Mabel A. Clay, PRospect 1202. Beginners' class at 6:30 and advanced at 8 o'clock.

R. C. A.

Pampered Earthlings We! Whilst the ole sea—the Atlantic—was raging in hurricane hue we were pleasuring along the shores of the caress Pacific. Sunday last, from Sutor Baths point vantage we sallied forth chattering down the (reminded me of the little sparrows I watch e morning in Union Square) recounting experie absorbing the beauty about us and effervescing the joy of the day. Sun fiends, paddlers in the o picnicers and the like on the beach to the while the lazy and the opulent motored by on left. Relishing good eats at Fleishhacker Play climaxed the event. How we all demand servi and we git it!

Theaters for the moment quiescent. The Ale starts a new show, but the seats at this playh are not a bargain for the price taxed.

We'll walk again Sunday, October 4—must advantage of these "dog days" 'cause bir rainy days will come again.

GERTRUDE D. TUBBS, Recreation Chairm

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DRAMATIC SHOW — Community Playhouse — October 13th — Save the date

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 13

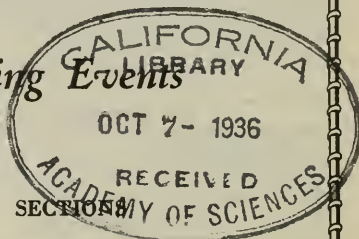
OCTOBER 3, 1936

No. 39

Weekly Program



Coming Events



Oct. 5—Civic Section, 7:30 P. M.

Oct. 6—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

Oct. 8—Choral Section, 6:45 P. M.

Oct. 8—Thursday Open House, 8:00 P. M.

Hostesses

Elsie P. Fear, Chairman

Phoebe A. Wramp
Antoinette Choisser
Nell C. Boardman

Floy Murphy
Laura Gleeson
Bayreuther
Mary C. Daneri

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Sunday, October 4—we walk! Nice little "hike" Mt. Davidson; if the day be clear, a panorama on which to gloat; if muggy, a picture to conjure th. Easy ascent, the first three minutes the stiff, so be not reluctant about joining us. Meet in on of the Masonic Temple at Van Ness Avenue d Oak and Market. Come on a Municipal car if ssible and get a transfer 'cause we go out via the nel. Time of meeting, 11 A. M. SHARP! Eats llow!

Sunday October 11th—opening of George White's sandals at the Curran Theatre. A show full of pep, rls, songs and what-not! I believe the price will \$1.10 in our gallery. Contact me at once, please!

GERTRUDE D. TUBBS, Recreation Chairman.

THE CHORAL

When we begin to see results of some work started, that is when we feel encouraged and go forward with a greater zeal and zest, and that is what the Choral Section has been doing. With a double up on rehearsals, they are getting in some very good work and practice, and the results will be most gratifying for the night of October 13. Each and every one is doing her best, working in harmony and accord. We are confident that this is to be a big night and feel sure that you will all feel well repaid. Don't forget to come next Thursday evening at 6:45.

PIERROT OF SAN SEBASTIAN

Annual Dramatic Show

FOUR ONE-ACT PLAYS — CHORUS — DANCERS

Order Your Tickets Now

All Seats Reserved—\$1, 75c, 40c, plus tax

Call Miss Clements, PProspect 2500—Nettie Smith, HEmlock 6493
or Mrs. Burlingame, PProspect 8347

Community Playhouse—October 13—8:20 P. M.

ALL ON A SUMMER'S DAY

FLASH OF RED

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

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2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... D. Roach Withers

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Second Vice-President..... Hazel J. Oppenheimer
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DIRECTORS

Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIC SECTION

On Monday evening, October 5, 1936, we shall have with us two guest speakers who are very well informed on the measures appearing on the November ballot and who will explain them to us.

At 7:30, Mrs. Gertrude F. Slocum, a prominent member of the San Francisco Center of the League of Women Voters, who is deeply interested in the prison for women at Tehachapi, and who has devoted a great deal of time and attention to the study of this problem, will tell us the conclusions that she and her committee have reached in regard to No. 21.

At 8:00, Miss Llewellyn Toland, a brilliant young attorney, will discuss the remainder of the measures on the ballot, summing up for us the arguments for and against the proposed legislation.

Come and bring your friends.

EDNAH M. BUTLER, Chairman.

OUR ABSENT MEMBERS

Clippings from the Portland, Maine, *Press-Herald* report the activities of one of our absent members, Gail Laughlin, in the civic affairs of her state. Miss Laughlin is a candidate for State Senator, and we are all hoping that she may be a successful one. Isn't it too bad that she is too far away for us to support? But we can send our best wishes to her across the miles and let her know that we are behind her to the very last member of our club.

THE BUSINESS WOMAN AS CITIZEN

It has been well said that if Democracy is to survive, it must be efficient. In attaining government efficiency, business and professional women can make a unique contribution. To that especial appreciation of human values, generally attributed to women, we have added—through business training techniques for achievement. We can, if we will, apply those techniques to making our ideal of opportunity for all a basic principle of the national policy. We can make *The Business Woman as Citizen* a potent force, both for administrative efficiency and for social progress.

If we are to do our part in molding public policy, nothing is more essential than that we should, in our own organization, function smoothly and effectively. That we have reached a high point of development here was demonstrated at the Board Meeting recently held in Chicago. Those who attended are being congratulated on their very real accomplishments in clarifying procedures, in eliminating waste efforts. Undoubtedly during the coming year we will see further progress in this direction. And that is as it should be. We must be geared for action.

The problems that confront us as citizens, that affect us as business and professional women, are many and complex. To vote intelligently entails knowledge of these problems. We must hear all viewpoints. We must know the facts. As we delve into them, the whole fascinating field of sociology and political economy opens out before us. Through forums and institutes on public affairs, more and more a part of our club programs, we shall build a firm foundation for constructive action.

More effectively than in any other way, communities may be bettered by an attack on the vital problem of local government. Herein lies an unparalleled challenge to organized women. Let us analyze our communities to learn what is needed for happy and purposeful living. Let us see that qualified women are placed in positions of trust; that there is increasing professionalism in public service; that social services are efficient and adequate; that slums are eliminated. Let us familiarize ourselves with proportional representation, with city and county manager plans. In such study of our own communities lies practical opportunity for service—and entering wedge for women to larger fields of usefulness.

We shall, I am confident, miss no opportunity for progress towards our goal during the coming year.

CHARL ORMOND WILLIAMS,
in *Independent Woman*

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CLUB NOTES

MARGERY SHAFFER

We are happy to say that Terese Forman left the French Hospital last Sunday looking the picture of health and feeling fine. She will spend a week resting at the home of her sister before returning to her job.

Sorry! Our error! In reporting the vacation of Clara Clough, we overlooked saying that, in addition to having a short visit with her son and his family in Southern California, she took a trip to Panama, too.

Edna Brace is back in town after a delightful rest in the valley. She is always happy to see her friends and a visit with her is always *brace-ing*.

Many of us have had the pleasure of meeting Minnie and Frieda Korn's sister Lydia, who is a nurse. She has been on a case necessitating long hours and conscientious effort until she was taken ill and is now at the Stanford Hospital following an operation. No visitors, outside of the family, are allowed this time, but Lydia is progressing satisfactorily. We wish for a speedy recovery.

Miss Edna Haase, who has been a member of the Pacific B. & P. W. since 1931, came back to her home in West, obtained a position here and hopes to stay indefinitely. So maybe some day we can claim her as our own member, who knows?

Oliver Chauvaud was operated upon a week ago on Wednesday at the Ross General Hospital in Marin County. She is getting along nicely and is delighted to hear from friends. It is unfortunate she had to be taken ill at this time, as we were looking forward to some of her beautiful dancing at the annual Dramatic Show, but here's hoping she will be dancing her way into the club rooms soon.

Best wishes to Ellen Heady for a steady and continued improvement. Ellen had the misfortune to break her ankle, but with the aid of crutches is able to attend to her work.

The spirit of colorful Japan seems to predominate in B. P. & W. meetings recently. Our own group on Thursday night enjoyed a delightful program under the guidance of Mrs. Terakawa. At about the same period the Alameda Club, through the recent travels of Louise Jolly to Japan, were entertained with a lecture, and featured Mrs. H. H. no, pianist, and Miss Ruby Yoshino as vocal soloist.

The days are passing fast and furious; before we know it, Tuesday, October 13, will be here. Have you bought or reserved tickets for this gala occasion? Our Dramatic, Choral, and Dance Sections are working hard for our pleasure, so let us support them, show our appreciation, and at the same time be helping to swell the Remembering Fund.

COULD WE HELP?

The best-known and perhaps the most dangerous motor route in the country is U. S. 1, which stretches from Maine to the south of Florida. It is dangerous in spite of being well built and well marked, simply because so many people drive on it and so many of them are fools. There was one week last year when one small piece of this route, in Rahway, New Jersey, twenty-four people were killed, and on one night seven were killed at one street intersection. On the anniversary of this slaughter, the Fourth of July, the police resolved to arrest every motorist who violated the traffic rules. Before nightfall they had

arrested more than five hundred. Practically all of the arrests were for ignoring the warnings given on clearly printed roadside signs. Most of them were for such elementary stupidities as passing on the right, weaving in and out of traffic and failing to stop at red lights. When caught at such childish practices, the average motorist feels affronted, arguing that he is able to handle his car safely without obeying the rules so strictly—that is, that the rules are made for others but not for him. But the fact is that arresting such people at one end of the road prevents accidents at the other end. That day's work at Rahway resulted in complete freedom from serious accidents in spite of the heaviest traffic on record.

We are a lawless people. Unquestionably there are in America more cars driven by incompetents, drunkards, dullards and even madmen than anywhere else in the world. Although states and cities do what they can to control the driver who is a public nuisance and menace, all too often he isn't found out until he has wrecked his first car or killed his first victim. But *his family knows him*. The reckless boy, the drinking man, the rattle-brained woman, the grandparent dulled by age, the driver of any age or sex who has not yet learned how to handle a car—these are the dangerous drivers and *their families know*. Before the first policeman blows his whistle at them, before their first narrow escape, before the first crash, their families know that death rides at their shoulders, that their destiny is evil and their ways are destruction. And so it becomes the duty of the family—of father and mother, of son and daughter, of brother and sister, cousin and uncle and aunt, to check them before it is too late. You can't cure a dangerous driver by lecturing him or giving him pamphlets or putting up signs. His egotism is too overweening. But let his family tell him that he can't take the car out or refuse to ride with him, and some check might be put upon a roll of highway accidents that is more scandalous than anything since the World War.

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KNOWELLS

More than twenty members and prospective members enjoyed the hospitality of Mabel Clay and Ida Lord on Saturday evening, the eighteenth of September. In Mabel's apartment, a supper, featuring delicious beans baked by Mrs. Clay, was followed by bridge. In a happy, informal atmosphere, each guest enjoyed the sort of game she liked best and the most successful players carried home charming prizes. Thus was added to the list another of these delightful social affairs which replenish the club's treasury and each guest's fund of happy memories.

P. A. W.

VENI, VEDI, VINCI

We came (to the brunch), we saw (the delicious food), we conquered (our resolution to preserve the waistline). The bid was tendered by our Editor, Nancy, and our Business Manager, Ruth. Fourteen strong we sat at two attractive tables while all sorts of tempting breakfast delicacies came our way. For two hours we enjoyed ourselves with chitter-chatter, then betook ourselves to the bridge tables for the remainder of the afternoon. We played and played, but not so intensively that we neglected conversation, jokes and laughter.

By five o'clock (the brunch was at twelve) some found it necessary to tear themselves away. Prizes were distributed. Hazel Ramon and Ingeborg Fern carried off first prizes and the consolation prize was awarded to Stella Ramon. A few guests stayed on so long that it was necessary to repair to the kitchen to take stock of the left-overs.

It is not hard to see that the party was a most enjoyable one. No small part of the day's pleasure was the presence of Nancy's mother, who made everyone feel at home and welcome.

E. J.

OPEN HOUSE

After the hustle and bustle of a busy day, what is more refreshing than a few hours Thursday evenings in the friendly atmosphere of our club rooms? Last Thursday was no exception, with about fifty members and friends present to do justice to the delicious cake and tea so efficiently served by Margery and her committee. In one corner of the room, a group not playing bridge was a jolly one, and why not, with Lois Peckham and Margaret Bell creating peals of laughter?

COMMITTEE No. 6 SIGNING OFF.

WEAR A FLOWER

The San Francisco-Oakland Bay Bridge celebration will be held November 12-14, and John McLaren, superintendent of city parks, is urging that each woman wear a fresh flower corsage, using the rainbow tints as much as possible. He says "these little posies would convey to visitors a spirit of hospitality and impress upon them the abundance of bloom and other blessings with which a beneficent nature has endowed us."

MOVING

WHO? Presidents' Council.

WHERE? California Western States Life Building, 995 Market Street, rooms 334-336.

Watch for the date of the Silver Tea, when you can become acquainted with the work being done and understand why we need your contributions.

RAE MORROW.

FOUR IN ONE

And then some. That will give you a slight of what you may expect at the Dramatic Section Show to be staged at the Community Playhouse, October 13. Four plays, *Pierrot of San Sebastian*, *Highness*, *Flash of Red*, and *All on a Summer's Day* are as intriguing as they are versatile, for the turn carry you to Russia, to Spain, and to New York dealing with gypsies and lovers, a Russian scene, an office in the Kremlin, and a mystery plot staged in a New York shop. And always there is a beautiful woman. *Flash of Red* deals with diamonds, devious characters with a mystery plot that will do justice to our Clotilde.

The dancing class will present individual group numbers; the Choral Section, romantic disguised, will participate, and . . . but already have told too much. Come and enjoy it for yourself or you'll be sorry.

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DRAMATIC SHOW — Community Playhouse — October 13th — Save the date

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 13

OCTOBER 10, 1936

No. 40

Weekly Program



Coming Events

Oct. 12—Book Section, 7:45 P. M.

Oct. 13—Dramatic Section.

Annual Show, 8:00 P. M.
Community Playhouse.

Oct. 15—Choral Section, 6:45 P. M.

Oct. 15—Thursday Open House, 8:00 P. M.

Hostesses

Hazel L. Ramon, Chairman

Anna Kneif

Lydia Floan

Lillie Kuck

Lydia Johnson

Effie Gillespie

Eva A. Gregg

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

VISIT TO CALIFORNIA ACADEMY OF SCIENCE PLANNED

Here's a real treat. On October 20, our next program meeting, we shall meet at the El Portal restaurant on Fulton Street and Eighth Avenue for dinner, and then proceed in a body to the California Academy of Sciences where we are to be the guests of Dr. McFarland, Director of the Academy, and of our own member Susie Peers for an exclusive behind-the-scenes view of the Museum and the Aquarium. Even if you made the trip with the Club some five or six years ago, there are the new African Hall and any number of fascinating exhibits you have not yet seen. And if you have never had the opportunity of viewing the Academy and the Aquarium at night you cannot afford to miss the opportunity. Reservations are strictly required, so begin counting up how many of you want to go and let Mrs. Burlingame know at an early date.

THE CURTAIN RISES

For many weeks we have heard rumors of mystery and drama, of comedy and dance and song. One and all we are breathlessly awaiting the climax which is to come with the rising of the curtain on our annual dramatic show next Tuesday evening.

This event of our club year is one that belongs to each and every one of us. Those who do not tread the boards take their part before the curtain as members of an appreciative audience. Let us all be present on Tuesday evening to show our appreciation of the hard work that has been done in preparation for our annual show and of the real talent that it will unfold. Staged and directed by Mrs. Hackett, with the able assistance of our Dramatic Section chairman, Elsie Fear, we can be sure that our expectations will be more than realized.

Tickets may still be secured from Mrs. Burlingame or from Zee Clements at the box office, Prospect 2500.

MARION MORRIS.

PIERROT OF SAN SEBASTIAN

Annual Dramatic Show

FOUR ONE-ACT PLAYS — CHORUS — DANCERS

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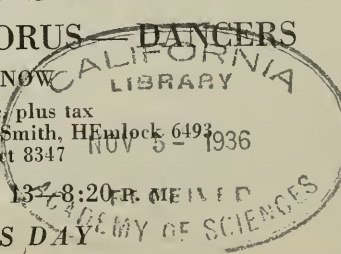
All Seats Reserved—\$1, 75c, 40c, plus tax
Call Miss Clements, Prospect 2500—Nettie Smith, HE 6493
or Mrs. Burlingame, Prospect 8347

Community Playhouse—October 13-18-20 P. M.

ALL ON A SUMMER'S DAY

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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

R. C. A.

Changes pop at every gesture! We had skipped Mt. Davidson for a year and as we scaled its heights (?) new trails have been made in all directions; neatness and beauty prevail; and upon the mesa, macadam has replaced the little meadow to the east where our Dr. Crockett was prone to extend the body. The ceiling was obscure but the skyscrapers gave occasional figure, the ocean and the homelands completing the picture. Later, at Robert's at the Beach, we were the guests of our Daisy Denis—and, oh deah, what a feast it was! As we walked down the beach thereafter, the air was caressing—1936 in the autumn of her span was mellow, the girls were friendly—we were at peace with the world—no matter the chaos of the nations!

Sunday—the 11th—at the Curran—George White's Scandals—Gallery—\$1.10.

Sunday—the 25th—our next outing!

GERTRUDE D. TUBBS, Recreation Chairman.

PUBLIC SPEAKING

Our Club is forming a class for a course in Public Speaking. The course will embody Parliamentary Practice.

We are fortunate in securing for this course Mrs. Belle Loewenstein, our own national parliamentarian and also parliamentarian for many other organizations.

We hope to start our class Friday, October 16, at 8 P.M., in our clubrooms.

The course consists of six classes and the price for the entire course is two dollars.

Members of other clubs are cordially invited to join us in this class.

Please make reservations at once with Mrs. Burlingame, Lillian Elias or Hazel Oppenheimer.

H. O.

CLUB NOTES

MARGERY SHAFFER

Cornelia Seeley is having the pleasure of entertaining old friends, Mrs. Famulener and her charming young daughter, both of Salt Lake City. T helps to fill the gap left by the departure of mother, who is now visiting her son in Los Angeles before returning to her home in Denver.

Have you noticed the joy Lillie Webster is getting out of our Club? She has entered right into the spirit of things, just as Florence Lewenthal did. We have Esther Stephens, a new member, with us the other evening and she is thoroughly at home with us.

Miss Dagnar Jensen and Miss E. Stevens, friends of Nan Lawrence, visited our clubrooms recently. Both these women live in San Francisco and hope some day to see their names listed in our roster. This also applies to Miss Elvina Barnes, friend of Mildred Wurz, and to Miss A. Andrews, guest of Lillie Webster.

Another book has taken its place on our library shelves. The donor? A delightful member whose name we cannot tell. The title of this book? *Life Alone and Like It*, by Marjorie Hillis. Many thanks.

It is always refreshing to receive messages from old members. Winifred Kerr writes, "After a hot, dry summer here in Great Bend, Kansas, autumn is here with a more desirable brand of weather—a little rain, but much more is needed, especially. Give my greetings to my old friends." We send our wishes to Winifred as well as to her father and mother.

Kindly change the address of Mildred Wurz to the Lockhaven Hotel, 860 Sutter Street. The telephone is PROspect 1522.

Edith Floyd had two very delightful and interesting friends visit our clubrooms recently. They are school teachers, Miss Edna Ficks and Miss Mariette Barry, of New York, and members of the B. P. and W. there. They are on a trip around the world. From here to the Islands, China and Japan, completing their itinerary about the first of next year. When given the Guest Book to sign, Miss Ed discovered a friend of hers from New York who visited us many months ago. She said, "My, but this guest book is fascinating—visitors from all over the world! Isn't it a nice idea?"

Clara A. Saunders, who formerly lived at the Francis Drake Hotel, is now at The Clift. Please change your roster accordingly.

One of our members attended the talk by Norman Thomas at the Palace Hotel last week and reported his definition of a fanatic. Quote: *A fanatic is an individual who loses his aim and doubles his zeal.*

Edna Rowe just returned from Sacramento where she attended the Republican Convention. She was appointed to the State Central Committee from her district. She had the distinction of being the only woman delegate from San Francisco voting on the floor.

Sylvia Kempton and Minnie Korn journeyed to Sacramento to attend the Republican Convention.

We are sorry to learn that Antoinette Choiss has found it necessary to return to the hospital after having her leg put in a cast as a result of her recent automobile accident. Our best wishes go to her for a speedy recovery.

W. P. A.

Works Progress Administration. There must be as plenty among the business and professional men, and the Works Progress Administration is to borrow.

What civic improvements can be made by the women and Professional people on relief? What training do they need to become self-supporting? How often have you yourself said, *Something could be done about that . . .* and, again, *That's an somebody could capitalize on . . .*? Some of these idle ideas are being capitalized on right now to make civic improvements, and to make people self-supporting. There's the woman who became prominent in making artificial flowers. She is off the relief rolls now and self-supporting.

The work on projects must *not* be competitive with private industry. It's extra or accumulated work not normally performed. The training must be practical. Factory power operators are being trained; there are schools for domestics. Training in invisible mending is to be inaugurated. There's no field not overcrowded! Weavers are to be trained, and, incidentally, did you know there are frequent calls for setter-uppers of looms? A dollar an hour! Maybe that will start your train of thought and carry it be well loaded!

If you have ideas, give them to Irma Burlingame, see her for further details.

ECHOES FROM ONE KNOWELL

A handsome *host* with his cutaway coat and derby topping his red hair—many happy birthday greetings to three who gained the fulfillment of their wishes by extinguishing the sixteen candles with a single blow—the most delicious *Irish turkey* and mince pies, and beer, my dears, BEAH!! But most of all the lovely friendship around the board.

"And shure, Mrs. O'Flaherty, I'm shure the children will be most delighted to have a spot of tay with the most anny time" . . . "And, come on, you little witch—come on there, Eddie, you Cantor-boy!" and of course, being that sort of a party, Tipperary n' all, leaving poor Prosperity still "around the corner."

Shure, and it was a most g-r-r-r-and par-r-ty that night gave us, from the time we followed the perfume of the delicious dinner to the back door of Andy's place till the late hour when we departed with aching, laugh-tired sides, and memories of another delightful Knowell Party. E. C. F.

ANOTHER ONE

On Saturday evening, September 19, six lucky club members were invited to Nell Boardman's Knowell party at her spacious and artistic apartment for a real Italian dinner, prepared by our gracious hostess and her hospitable mother.

The table, dressed with its center runner and individual lace doilies and beautiful bright floral centerpiece, was a delight to the eye, and the food that followed a delight to the palate. No wonder we spent several hours in blissful enjoyment of it all.

After the dinner, games of chance and cards were arranged for our amusement. Daisy Bruhn and Lydia Sloan won the first prizes, and Daisy Denis was given both booby prizes. She was heard to explain upon opening the lovely gifts: "My, but I am proud was so stupid!"

We were so engrossed in the games that we lost track of the time, until one of our group looked at the clock and saw it was past midnight. On departing we all agreed that Nell's Knowell was a great success.

OUR JAPANESE EVENING

Last Thursday we very evidently sensed that there was a treat in store for us, for into the Club Lounge we flocked, bringing many guests and quite a few *prospects* with us. And, weren't we glad we came, for here were our hostesses in pretty Japanese kimonos to greet us, and here was Flowery Japan come to visit us in the persons of several Japanese maidens. Through their artistry we were given a glimpse of the beauty of their interpretative dancing. Their colorful Oriental costumes and their grace and beauty made a series of lovely pictures which will linger long in our memories.

They were introduced by Mrs. Terekawa who had the program in charge and to whom, as well as to Hostess Minnie, we are grateful for such delightful entertainment.

Later Helen Mielke and her corps of helpers served tea with very appropriate Japanese rice-cakes (with fortunes, girls!), which had been thoughtfully provided by (let's see, so many are generous) Marion, Nan, Frieda and the Attridge girls. We thank you. They put the finish on a very pleasant evening.

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ANNUAL DRAMATIC SHOW

Everyone who has read THE BUSINESS WOMAN for the past several weeks knows all about the ANNUAL DRAMATIC SHOW to be given next Tuesday evening in the Community Playhouse.

Could we measure in dollars and cents the value of the work done in preparation, to assure its success, our meager incomes would not permit the purchase of even one ticket. Fortunately this is not the case and tickets are on sale for such a modest sum no one can afford to miss the evening's pleasure.

Let the spirit of loyalty and co-operation which has always dominated our club life again be demonstrated. If during the remaining days you and I consider the sale of tickets a personal obligation, when the curtain rises next Tuesday evening at 8:20 there will not be standing room.

CHORAL

No success is ever accomplished without hard work, no matter what it is. Constant work and diligence usually bring forth the results we want to attain, and that is what is happening in our Choral Section right now. The results from the double up on rehearsals are very noticeable and are taking shape more definitely each time. We know you are going to enjoy this music. Be sure to come and see us *On Parade* on the night of October 13. That is our club's big annual performance night and we know you will all want to come to show your appreciation of this work and also give encouragement to those who are putting forth these efforts.

Have you your ticket for Tuesday night, October 13? We'll expect you.

CHORAL SECTION.

RESEARCH COMMITTEE

A new questionnaire has been sent to the club to be filled out by everyone. It is a continuation of the work begun last year in regard to *discrimination against women in business* and will include a salary schedule. It will be in next week's issue of THE BUSINESS WOMAN and will appear only once, so I am asking that as soon as you receive your copy of the paper you fill it out and return it either to me or Mrs. Burlingame immediately. Please *do not sign your name* to the questionnaire or put your name on the envelope. I will appreciate your co-operation in this important work.

DR. PHILLIS BOURNE, Chairman,
Research Committee.

PETALUMA

The Redwood Empire District of B. and P. W. invites us to attend their fall conference at Petaluma on Saturday and Sunday, October 17 and 18. There will be a banquet on Saturday night, at which our State President will be the speaker and a most interesting program on Sunday. Make reservations with Mrs. Burlingame if you can go.

TICKET SELLERS

Be sure to turn in your unsold tickets for the Dramatic Show Monday, as this is the last chance, and push the sale as never before. Turn your money in to the person from whom you secured your tickets.

THEY MUST HAVE BEEN OVERCOME

Lorraine Graves gave a most delightful Italian Dinner Knowell. Nufsed.

BOOK SECTION

For Monday, October 12, 1936, 7:30 P. M.

At our next Book Section meeting our own member, Ednah M. Butler, will give us a review of very interesting book by Princess Der Ling — *Buddha*. Although not one of this year's books, one of the most valuable and interesting picture of old China which has been written, and well known. And we all know what an interesting view Ednah presents to her listeners.

ZELLA R. KIMBALL, Chairman, Book Section

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LUBRICATION

DRAMATIC SHOW — Community Playhouse — October 13th — Save the date

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

OCTOBER 17, 1936

No. 41

Weekly Program



Coming Events

Oct. 20—Dinner, 6:15 P. M.

El Portal Grill,

8th Ave., opp. entrance to G. G. Park.

Visit to the Academy of Science.

Oct. 22—Choral Section, 6:45 P. M.

Oct. 22—Thursday Open House, 8:00 P. M.

Hostesses

Lucille C. Caesar, Chairman

Edith B. Lovell

Ingeborg Fern

Mary Wilkening

Esther Miller Bowles

Susie Hicks

Josephine Clark

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

OUR NEXT PROGRAM MEETING AT GOLDEN GATE PARK

Do you know that fish go to sleep at night? Have you seen the one that drowns when it falls into the water and the archer fish that shoots flies with a drop of water? Have you visited the new African hall, probably the finest exhibit of its kind in the world? Then you will want to join the club on October 20th. We will meet at El Portal Cafe, corner of Fulton and Eighth Avenue (the No. 5 car goes right to the door and the Municipal bus to within

two blocks), for dinner at 6:15, after which we walk together to the Academy of Sciences, where we are to be allowed the unusual privilege of a behind the scenes visit to the museum and aquarium as guests of Dr. McFarland, the director, and our own member, Susie Peers. Reservations are absolutely necessary. Make them early with Mrs. Burlingame. If you can't come to the dinner, make a reservation to meet the bunch at the Academy of Science building at 7:30. Note particularly, the dinner is at El Portal Cafe, Eighth Avenue and Fulton Street, and will cost 75 cents.

IMPORTANT Research Questionnaire

I. Please Check one:

Salary Schedule for 1936:

Between \$2,000 and \$3,000.....
Under \$2,000.....
Between \$3,000 and \$4,000.....
Between \$4,000 and \$5,000.....
Over \$5,000.....

II. Please Check "Yes" or "No."

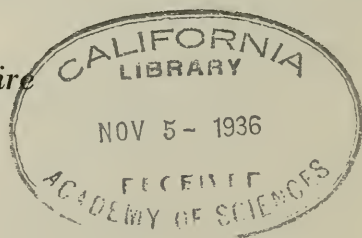
Because you are a woman have you been discriminated against in re:

A. Employment - - - - - Yes..... No.....
B. Married Status - - - - - Yes..... No.....
C. Salary - - - - - Yes..... No.....

III. List profession or business engaged in:

Please fill in the above and return either to Mrs. Burlingame or to me at 2494 Mission Street. DO NOT SIGN YOUR NAME TO THE QUESTIONNAIRE OR ON THE ENVELOPE.

DR. PHILLIS BOURNE, Chairman, Research Committee.



The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... D. Roach Withers

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First Vice-President..... Amanda T. Heuermann
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DIRECTORS

Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

A COMBINATION OF FOUR KNOWELL PARTY

Lina, Ellen, Mildred and Mary, their last names are Ryley, Wurz, Heady, O'Connor, they all gave a Knowell—the date, Saturday evening, September 26.

To greet us first was Tillie Sunshine. She took the half dollars in her bright, friendly manner. Then a smile, a clasp of the hand in welcome from our hostesses as we stepped into the club rooms. We visited and chatted for a while, and then began the fun for the Knowells.

Dutch Whist was played and we all played to the best of our ability and skill until we reached the point of rejecting and playing blind—well, old man luck was with us sometimes and then again he just skipped out on some of us. We all had score cards and our scores were most carefully recorded, for previously we had seen such fascinating packages tucked away on a table. When the awards were made there were many expressions of delight. Many of these prizes, I am told, were the gift of Matilda Schimpf. Elizabeth Mowder said: *At last I have captured a man.* (I will let you in on the secret—a picture of a dashing cavalier.) But honest we did have two gentlemen and they each received two prizes.

The refreshments, ice cream, cake and punch, and were they good!!! Did some one say eleven-thirty? Too short the evening seemed and so with reluctance we said good night, and to our hostesses and to the absent hostess, Ellen Heady, our thoughts in constant friendship turn to the memories of a happy evening.

J. E. K.

DRAMATIC NOTES

Once more our annual dramatic show is a colorful event of the past—but not soon forgotten by the chairman of the section. We are so very grateful to each and every one who has given so much to help build the program. It would take much more space than we are allowed in several issues to tell of the many ways in which all have helped.

The members of the casts were faithful in attending rehearsals. There were those who stepped in at short notice because of many illnesses among the original casts. Those were Lucy Edwards, Margaret Bishop, Veturia Dudfield, and Nettie Smith, who took over the task of tickets in place of Ellen Heady, who had the misfortune to break an ankle. Sylvia Hanson, our lovely dancing instructor, contributed much in giving proper balance to the program by presenting the dancing act with some of her professional girls, all well known for their artistic interpretations. Miss Hanson personally conducted the routines of Lowell Winton, Florence Vince, Vera Leigh, Tarrissa Smith, Gloria Meding, and Dorothy McGuiness.

Much of our gratitude goes to the San Francisco Examiner for printing the programs for us. The gorgeous furs worn by Charlotte McClelland and Rae Morrow were provided by Fred Benioff, 12 Geary Street. Hazel Oppenheimer, out of her treasure chest, loaned the beautiful mantilla, comb and fan used by Kathryn Vasilatos in the gypsy fantasy. The comb and fan were of genuine tortoiseshell and were made especially for Hazel in Yucatan.

And of course there is always our own Eva Smith Hackett, whose artistic touch always gives our productions the finish and allure which we wish to attain. Her efforts are untiring and we thank her, too.

The regular classes and meetings of the section will be resumed as usual and no doubt there are those who are wanting now to join this group. They will find the work always fascinating and beneficial.

REPERCUSSIONS OF KNOWELL PARTIES

Knowells are such fun! One never knows what the surprise may be. An invitation to dinner taken, one, by proxy, to Mexico. Foods for which the country is noted and moving pictures of colorful scenes visited by the hostess, shown afterwards make for a delightful evening.

Or it may be a trip to marvelous Marin. A gorgeous day on which to christen a new country place. Delightful views. Delicious eats and lots of congenial company, including the opposite sex.

Or for the card sharks there have been interesting games to try their skill against new opponents. There certainly is no lack of variety in the entertainment offered. The list is legion.

Somehow, with all their activities, business women have also found time to become connoisseurs when it comes to good food. At least that is the opinion of the members who have enjoyed Knowell hospitality.

There is real friendliness in Knowells. Member who have worked together in club activities have the opportunity to play with them now. New members especially, enjoy these affairs because it gives them a wider contact with others in the group they have recently joined besides having such pleasant times.

Last, but not least, there is the fun of knowing that, along with the enjoyment of the event, one is helping the club to carry on in the way all the members like to have it done.

So, say one and all, Knowells are such fun!

G. K. A

CLUB NOTES

MARGERY SHAFFER

Bertha Brown and her mother are at Colorado Springs. They expect to be gone for several months. We were glad to see Maude McLaughlin, Callie Welch, and Mollie Gunn at the last open house. They are always our *reliables* and we are ever ready to welcome an increase on these get-together evenings.

A *no hostess group* met recently for a dinner party at the Wiltshire Hotel. On this occasion Ida Ford gave a most interesting résumé of the active life of our highly respected and beloved Congressman, Florence Prag Kahn. Ida does not claim authorship, but we proclaim her a speaker par excellence.

Laura Bayreuther spent the week-end in Los Angeles after a strenuous week. As director of the Indoor Tennis Courts at the Palace of Fine Arts she was busy arranging for the tennis match in which Helen Wills Moody participated, as well as contestants in doubles for the French Davis cup. Her preview tournament gave a generous program of exhibitions.

Olive Chauvaud sends greetings from her home in Marin and says her dancing feet expect to be back in action soon.

What's this we hear about *the house with the people* at Los Gatos? Bright Tatarian's Knowell dinner party on the grounds was apropos of her friendship and hospitality. Her only regret is that she had to limit the number of guests. Her heart did *invite all the girls*, to which the house replied: *Give a heart; I can accommodate just so many.*

Little did Theresa Meikle realize that her trip to Jamaica last year was laying the way for a most delightful vacation this year. On that trip she met Mrs. Ronalds, whose beautiful home, *Mountain Farm*, lies just beyond Bend, Oregon. This summer, Judge Meikle spent four weeks as the guest of Mrs. Ronalds, reminiscing, hunting, fishing, and swimming. She has just returned feeling fine and ready to again take up her court responsibilities.

CHORAL SECTION

Without a question of a doubt we are sure you enjoyed the part the Choral did in our Dramatic Night last Tuesday. Weren't those gypsy songs good? We knew you would like them. And now after all is over it is like a calm after a storm. Please, you who have come so regularly and given so much of your time, don't stop. Your chairman and director appreciate all you have done and take his means of thanking you each and every one. Let us continue our practice work and keep our Choral up so that we can be more prepared in future.

If you do not belong to the Choral Section, now is a good time to join. Come next Thursday at 6:45 P. M. for an hour.

R. C. A.

Theatre Doings: We're going to take a try at the Federal Theatre Project at the Columbia Theatre. They have produced some very good plays, well acted. On October 27th, they open with a dramatization of Sinclair Lewis' book, *It Can't Happen Here*. Should be interesting and radical. Price—55c downstairs—best seats in the house.

Friday—October 23rd—At the Geary Theater, a movie, *As You Like It*, with Elizabeth Berguer. Tickets, 55c.

Sunday—October 25th—WALKING!

GERTRUDE D. TUBBS, Recreation Chairman.

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IT ISN'T NEWS, BUT . . .

(With apology to San Francisco Chronicle)

KNOWELLS ARE GRAND! . . . Madelon Saxon's (September 27) proved it . . . Ask Lois Peckham and Claire Ingham . . . The Knowellikes stole the show on the boat and train . . . Anita captured the conductor . . . pinned a Sweet William on him, just to show she could . . .

Mr. Saxon, official guide, met the crowd at Locust Station . . . Louise there too . . . a g-r-a-n-d chaffeur, Sunny skies . . . not too hot . . . Everyone wanting to *unlax* under the trees.

. . . LUNCHEON . . . AH . . . As only Phoebe and Callie could plan and prepare it . . . smiling and saying 'twas a real pleasure . . . No easy task satisfying the appetites of that hungry horde . . . Rae Morrow, Grand Worthy Assistant . . . Madelon's jam . . . (Her winter's supply is lacking) . . . Cornelia Farrell and her friend arriving in time for ice cream and such delicious coconut cake . . . 'Twas just like Elizabeth Mowder's sister to send it along . . . An extra special from Mr. Saxon—a box of candy . . . just when everyone said *no room for another bite* . . . (The girls found the room, though.) . . . A good fairy, in the form of Grebbie, mysteriously washed the dishes and left the kitchen *as was*.

. . . More relaxation . . . A special delivery letter arrived from dear Ada Brace, who has had more than her share of sorrow, yet thinking of others sent a generous contribution. So did others who couldn't come—Marion Morris, Gertrude Tubbs, Dr. Crockett, and Elizabeth Adams . . . and a broken ankle didn't prevent Ellen Heady from sending her quota . . . bless her! . . . Madelon's friend, Grace Thompson, could not be with us but sent her fifty just the same . . . also the COFFEE . . . Drank this to the health of our hosts . . . A co-worker from the Welfare Department, Edna Nahl, fitted right into the picture, too.

Lengthening shadows fell all too soon . . . a trek to the depot . . . hearts filled with gratitude for genuine hospitality and friends old and new . . . AND \$18.00 turned into the fund of our precious BUSINESS WOMAN.

EDITH AND CORNELIA

TOOT—TOOT—All aboard for Alameda. were eleven strong, but a twelfth one was miss had anyone seen anything of the little Gunn — up she popped just in time to sit down to a sumptuous dinner prepared by our charming lasses, Edith and Cornelia, with the help of Edith's artistic sister Louise.

After the feast the evening was spent in playing contract—such fun, how we envied the winning such a lovely first prize, the two next small and the three boobies, how the rest of us wished we were smarter or dumber! Whether we won or we were just as happy, for it was such a delightful evening we almost forgot there was such a thing as a train and boat to catch.

Thank you for a lovely evening. An orchid to each of you.

LAST THURSDAY EVENING

Cards, lots of chatter, and then we all found places around a large family table. Who graced head of our table? Our lovely president, of course.

As we broke bread, *sandwiches, tortillas, and* we lingered a long time, for we had so many things to tell one another. It is a fact that many of us had not seen each other for a whole week.

For our midnight supper we thank most kindly Laura Bayreuther, Past President Charlotte McClelland, Elsie Fear, and Nettie Smith.

We have a new member, and some of you ladies are not very well acquainted with her. Her name is Miss Monopoly Game.

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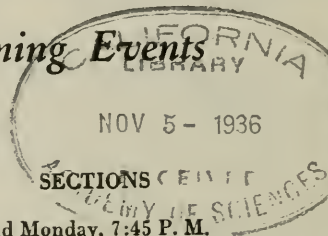
OCTOBER 24, 1936

No. 42

Weekly Program



Coming Events



Oct. 27—Dramatic Section, 7:30 P. M.

Oct. 29—Choral Section, 6:45 P. M.

Oct. 29—Thursday Open House, 8:00 P. M.

Hostesses

Anna G. Reidy, Chairman

Irene M. Sheehan Esther Wilson

Jean E. Kerrison Agnes dePuy

Bertha M. Pierce Julia Baumgartner

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

We've a little unfinished business hereabouts, so take a Sunday Pass and gather Sunday Next, the 25th, at the car barn at 33rd Avenue and Clement Street. Take No. 1 or 2 Sutter Line—no waiting! We'll take the upper road around Land's End, flat and picturesque all the way, and we'll gaze at the old *Ohian* being pounded to atoms. Then we'll rush to Fisherman's Wharf to see *The Shark*. We'll dine in the *Shadows*. Anyone as would like to join us in eats, we should arrive at said restaurant—449 Montgomery Street—about 2:30. Thereafter, feeling fit, we might take squint at the Bay Bridge approach down there at Fremont and Folsom, look over the locations where those glamorous billboards will glare!

Friday Night—the 23rd (tonight)—we are going to the Geary to the movie, *As You Like It*—an English production with Elizabeth Bergner—she is worth 55c at any time in any show.

Tuesday Night—the 27th, we are due at the Columbia Theatre in O'Farrell Street. One of the Federal Aid Projects. Sinclair Lewis' story, *It Can't Happen Here*, dramatized; it has been a best seller and should be a dramatic play. Price 55c—best seats downstairs.

GERTRUDE D. TUBBS, Recreation Chairman.

DANCING SECTION

The Dancing Section will resume classes on the second and fourth Tuesdays of each month at 6:30 P. M., in our club rooms, beginning the 27th of October. We are very fortunate to be able to have Miss Hansen for our instructor and hope that many of our members will join us.

LORRAINE F. GRAVES, Chairman.

PUBLIC SPEAKING

Is the vogue of the day. Our Public Speaking class was organized last Friday evening under the capable leadership of Mrs. Belle Loewenstein. Those who took the course in Parliamentary Law last April need no introduction to Mrs. Loewenstein. This course is equally as interesting and we feel sure that you will like to continue. The fee is \$2.00 for the course or 50c a single lesson. If you did not come on last Friday night, come on October 23 to the club rooms at 7:15 o'clock. The lesson is for an hour and 15 minutes and not a lagging moment in it. There are a number enrolled from outside affiliations, so don't let our own club not be represented. Again, come Friday, at 7:15 P. M., October 23.

EVERYBODY INVITED

On Friday evening, the 6th of November, at 8:00 o'clock, our club rooms will be the gathering place for a "get-together" and "Know-all" reception given by the clubs which comprise the Presidents' Council.

If you like visiting, you will get it. If you like cats, you will get them. And if you like SURPRISES, Margaret will have a tall blond one for you to peruse, and inwardly digest—So-o-o-o don't miss it.

RAE MORROW, Chairman.

LOST OR STRAYED

The cast of *The Flash of Red* lost a crystal chain with a gold clasp in one of their rehearsals, and all members of the Dramatic Section are asked to search their costumes and handbags to see if it might have become entangled with some of their belongings! Any information will be welcomed by Elsie Fear.

The Business Woman

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 2299 Sacramento Street
 Associate Editor..... Betty Walton
 Contributing Editor..... Edith C. Floyd
 Club Reporter..... Margery Shaffer
 Accounting..... Ruth P. Shaw
 Advertising..... D. Roach Withers

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 Second Vice-President..... Hazel J. Oppenheimer
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House Florence Calderwood
 Membership Lydia Johnson
 Program Clotide Grunsky
 Reception Minnie E. Korn
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IRMA BURLINGAME

Executive Secretary

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STATE PRESIDENT'S MESSAGE

Ten Thousand Members for California

One hundred thousand members by 1944 is the goal set by the National Federation to honor the twenty-fifth anniversary of the founding of our organization, and in recognition of the Federation's importance to Business and Professional Women. If California is to maintain its present ratio to the National membership, we have a job to do. Ten thousand members for California. State Membership Chairman Florence Stahl has already sent out her "Call to Arms" announcing her plan of award for membership gain. It is hoped that as we begin our new club year, each and every one of you will pledge herself to interest one business or professional woman who should be a member of our organization. Let us not wait until 1944 to reach that ten thousand, for the sooner we increase and strengthen our membership, the quicker can we become more potent and effective influences in community, state and nation. Strength of numbers will give us the support and force we need to improve and correct the problems and situations we are facing.

CAROLYN WEBER, in *California Woman*.

CLUB NOTES

MARGERY SHAFFER

Marie Wilkening's mother, who has been visiting another daughter living in Scotia, California, the past three months, just returned home. M has been *batching* it in the meantime and now anticipates the comforts of home.

A small ranch just outside of Mountain View proved the hospitality of its occupants to H. Mangels and her cousin over the week-end. The two young women thoroughly enjoyed the freedom and pleasure of this visit, returning to the city ready for the work ahead of them.

Effie Gillespie has a new office telephone number. Kindly change your roster to read, Market 2. Local 165.

The Laurel Hall Club held its *guest day* meeting at the Fairmont Hotel recently. In the reception line were two of our members, Letitia Farber and Helen Doble.

Many of the cast playing *The Flash of Red* at our annual dramatic show attended en masse the same play given at the Parnassus Chapter of the Order of the Eastern Star a few nights ago. They enjoyed making comparisons.

We reported the visit of Edna Ficks and Marie Barry of New York, friends of Edith Floyd, who by the way, stayed over to attend our dramatic show. We also had two more very interesting visitors at the club rooms, Eva Sutherland of Willows, California, and Florence Hallada of Moscow, Idaho. Both of these women are B. & P. W. members; we were glad to welcome them.

Another visitor was Miss Sylva Bishop. She was a charter member in 1927 of the New Mexico club, then transferred to the San Jose club, then to the Salinas club. As she is now associated in business in San Francisco, we are hoping she will decide to place her membership with us. Especially is she interested in the activities of the Civic and Business Sections.

Miss Tressie C. Miller, a new member, whose classification is the Equitable Life Insurance Company, enjoying her membership to a full measure. We are happy to welcome her.

A few lines from Melissa van Doesburgh say she is about five blocks from Pearl Smith in New York. She informs us that the New York B. & P. W. Club do not have their own club rooms but meet in the Biltmore Hotel. These two wanderers will appreciate the beauty and comfort of our rooms more than ever when they return. What say you?

Please change the home address of Bertha Stalder to Hotel Carlton, 1075 Sutter Street, ORdway 0242.

Susan McGill, formerly at Yosemite, has decided to stay at home and do dressmaking. This is fine, it will mean we shall see her about the club room more than heretofore, as she has been out of the city so much.

Did you know Minnie Korn has provided us with the popular game of *Monopoly*? Better come on Thursday nights and try to get a corner on some valuable property.

Gladys Sorenson, formerly a member of our club, now married and living in Fresno, had as her house guest over the last week-end Dr. Adah Ruth Taylor. Dr. Taylor drove down through the heat of the valley, but what are a few miles of driving among friends?

Mollie Gunn has been nursing a heavy cold, but we are happy to report she is back on the job again.

THE TRUTH LIES SOMEWHERE BETWEEN

Never in all history have women exercised a greater influence than they do today. Undoubtedly they hold the balance of power. To my mind, nothing is more important than that they should use this strength to conciliate, to draw together opposing factions, to discover points of agreement, rather than, through intolerance and misinterpretation, create wider and wider cleavage between opposing groups. The appalling tragedy which results where there is no such integrating force is illustrated in plain at the present time. We must have no such devastating crisis in the United States. The truth, always, lies somewhere between.

A new viewpoint, it seems to me, is needed in public affairs—an impersonal, inquiring, scientific attitude. We, as business and professional women, have pledged ourselves to the scientific approach to social and economic problems, should set an example by our fairness, our willingness to compromise. The campaign that is being waged by women's organizations to secure better trained personnel in public office is only one example of what women can accomplish working along impartial, non-partisan lines.

This year it is especially vital that the legislators turned to the National Congress and to the State legislatures should be men and women of vision and sound understanding of current problems. Women in the past have been credited with insatiable curiosity. There is no place where it can function to better advantage than in ferreting out the sympathies, the affiliations, the past records and promises for the future, of those who seek election to public office.

Men have no monopoly on these necessary qualities. Today, more women than ever before are coming, as intelligent, informed citizens, to vote wisely in the coming election. In the years to come, they will place more and more well-qualified women in positions of public trust.

The obligations and privileges of suffrage were won for us by the struggle of countless courageous women. We are ready and eager to meet those obligations, to help create a better and safer America through the exercise of our priceless privilege.

CHARL ORMOND WILLIAMS,
in *Independent Woman*.

THE ELF MAN

Here's another fine poem from the pen of our poet laureate, which was submitted in the recent contest:

Robin's tall and willowy,
Walks upon his toes;
Swinging hatless down the street,
He dances as he goes.

A glint of sunlight in his eye,
Ebullience of joy;
Something of the elf is there,
And something of the boy.

Has he heard the airy pipings
Of the great god Pan—
Wood nymphs fluting through the brushwood:
"Catch us if you can"??

Has he danced with woodland spirits?
Is he man or elf?
Life, deal gently with the fellow.
Keep him still himself.

EDITH LOVELL.

SOCIETY NOTE

On Saturday evening, October 10, 1936, Miss Isabelle E. Banz, a prominent member of the Business and Professional Women's Club of San Francisco, entertained a group of club members at her home in Twenty-fourth Street.

The above, translated, means that another Knowell party is a thing of the past, but the happy hours spent in the charming, hospitable home of Belle and Mother Banz will long be remembered by those who were present.

Belle has a knack of doing things to make others happy. Why, she even made it a pleasure for us to part with our fifty cents, by allowing us to deposit the coins in a musical powder box, and we were so delighted and thrilled with the pretty little tune it played every time the lid was removed, that we let go of the *Old Eagle* without a struggle.

After spending some time in discussing current topics of the day—Bay Bridge Billboards, etc.—we settled down to the serious business of trying to increase our bank rolls by participating in the game of Michigan. Heaps of fun when old man luck is with you but not so good when the old rabbit's foot goes back on you; and when we saw the beautiful prizes that the lucky ones received, we unfortunate losers lifted our high soprano voices in the chorus of—

Oh how I wish again
I could play Michigan!

However, our disappointment was soon forgotten when we were seated at a beautifully appointed table and were served delicious refreshments, including a wonderful birthday cake which Belle had provided in honor of one of the guests, who in some way managed to have her anniversary fall on that particular date.

Had it not been for the fact that a couple of commuters simply had to catch the last boat, our hostesses would probably not have been able to get rid of us until the wee small hours, as we were having such a good time.

All present agreed that Belle and her mother Well Know how to give a Kno-Well.

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OUR ANNUAL DRAMATIC SHOW

The audience was completely carried away by the performances given by the Business and Professional Women's Club, Tuesday evening, October 13, at the Community Playhouse.

The affair was a big success from every standpoint. The four one-act plays were staged well, the settings and lighting all that could be desired. The costuming was excellent and the *make-ups* were good. The finished acting of the members of the cast was significant of the splendid directing by Eva Smith Hackett. Dorothy Nounnan, our pianist, did a *hard* job well, from the prelude and throughout the evening.

The first play, *Pierrot of San Sebastian*, was reminiscent of Robinhood and his Merry Men. Mr. Albert Fear, who played the part of Gypsy John, has a beautiful voice, and his rendition of *Gypsy Sweetheart* with the Gypsy choralers humming the harmony in the background, was a colorful and pleasing number. Other members of the cast, including Nancy Foster as the Page who explained the action of the story in prologue manner, Rose Bezek as the Fortune Teller, Margaret Bishop as the Peasant Girl, Julia Petterson as Pierrot, Elizabeth Robinson as the Dancer, and Kathryn Vasilat as the charming Princess of the House of Bourbon, were all very good. The Choral did a splendid piece of work throughout this act, singing *Gypsy Trail* and *Gypsy Moon*.

The next number was Sylvia Hanson's talented children, who danced ensemble, by twos and threes and in solo. Especially pleasing was the tiny tot who did the Russian Cossack dance. This dainty, pretty little morsel executed the difficult steps in a truly commendable and astonishing manner for her tender years.

Then came two delightful solos, *One Alone* and *The Lilac Tree*, by Edna Rowe, who sings well and has a most pleasing manner.

The next skit was a bit of *black-out*. With a completely darkened stage, three beautiful maids dressed in Colonial style sat embroidering and chatting of their destiny. Veturia Dudfield wanted to be married and romantic, Enaid Jones famous and idealistic, while Florence Attridge wanted to be wealthy and practical. The dialogue was splendid and exceptionally well done. The old colored mammy, Lillie Kuck, was truly a *black omen of fate*. By way of variety, the next was a mystery-comedy called *A Flash of Red*, which displayed an exciting bit of action. Charlotte McClelland handled the part of Mrs. Van Astor with skill and subtlety; Effie Gillespie as Miss Minnie Massey was amusing as the *lonesome* letter writer. Shirley Lane, the slangy newly-wed, was fine, especially manipulating all her bundles; Dr. Crete Crockett was *Florida*, the busy colored maid; Sadie and Sallie, the department store lassies, as played by Helen Mielke and Ingeborg Fern, were most convincing. AND when Belle McDonald as *Bridget O'Toole* appeared with her hat on the back of her head and her rich Irish brogue, we most imagined she really had kissed the Blarney Stone for sure. Rae Morrow made a splendid Russian Countess; Lillian Elias as the department store detective had to be on the alert every moment; while Lucy Edwards as *Hilda, the window washer*, insisted in her Swedish dialect, *Aye tank I go now*. This entire play was very well done, the acting splendid and the whole production showed the hard work and painstaking care given by each one of the cast.

The last number on the program was a drama,

Highness, presented by Anita Mayer as Anna Borodin, Alton Wood as Gregory Stoganov, Florence Lewenthal as Masha Petrovna and Fred Enderli as Paul Orlov. The scene took place in the Kremlin of Moscow many years after the Russian Revolution. It depicted the deplorable conditions existing, the pilfering and poverty; but, as most drama ends, brought two lovers together again, Masha Petrovna and Paul Orlov, and out of this chaos they, with the secret help of Anna Borodin, escaped to start the life in a new country. Thanks to these artists, the climax in this play was outstanding and brought to a close a very splendid evening of entertainment.

MARGERY SHAFFER

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Administrator of social security program, Department of Social Welfare (open to men and women). Salary, \$400 a month. Age limits, 30 to 50 years. Date of examination, November 7, 1936.

Placement officer, Ventura School for Girls (open to women only). Salary, \$150 a month. Age limits, 30 to 50 years. Date of examination, November 14, 1936.

Tabulating machine operator (open to men and women). Salary, \$100 a month. Age limits, 21 to 50 years. Date of examination, November 14, 1936.

WE LEND OUR TALENT

The cast of *The Flash of Red*, accompanied by Elsie Fear, journeyed to Agnew on the night of the 23rd and presented their play to the inmates of the State institution there. We admire their unselfish spirit in this fine service.

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Tea

Dinner, 5 to 7:30 P. M.

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Weekly Program



Coming Events

Nov. 2—Civic Section, 7:30 P. M.

Nov. 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

Nov. 5—Choral Section, 6:45 P. M.

Nov. 5—Thursday Open House, 8:00 P. M.

Hostesses

Dr. Margery Ethelle Shaffer, Chairman	
Alice M. Jones	Alice Kennedy
Lucy Thompson	Nettie B. Smith
Anne B. Joseph	Hazel Mangels

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

STATE BOARD MEETING

Our members are invited to attend the State meeting at the Sacramento Hotel in Sacramento, November 14 and 15. Sacramento Club will hostess, and Dr. Walter H. Dexter, executive secretary to Governor Merriam, will be guest speaker Saturday night. His topic will be *Plain Facts Fair Minds*.

Many important matters will be discussed. Make reservations early with Mrs. Burlingame.

BOOKS

Have you finished a good book and cast it aside? a magazine suitable for men? If so, and you have no further use for it, the Seaman's Church Institute would appreciate it. Leave your gift at any branch of our Public Library, or telephone Carny 5144 and ask Cornelia Seeley to have them led for.

WHO'S LUCKY?

We have been presented with two complimentary tickets to the Military and Naval Pageant and Artillery vs. Infantry Football Game to be held in the California Memorial Stadium at Berkeley on Armistice Day.

Who will use these tickets?

The luckiest person at the business meeting on November 3, for they are to be awarded to the holder of the lucky number.

Better attend the business meeting, for you may be the lucky one.

You may also purchase tickets from the 250th Coast Artillery. Phone MArket 2057 or at the usual ticket agencies.

RECEPTION

Be sure to save the

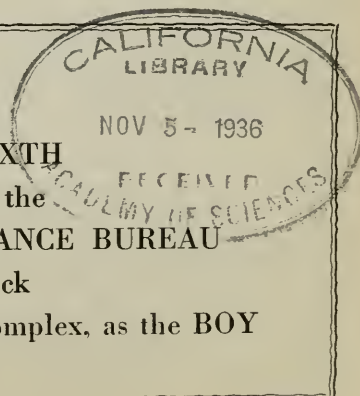
EVENING OF NOVEMBER SIXTH

for the Reception to be given by the

PRESIDENTS' COUNCIL and its GUIDANCE BUREAU

in our club rooms at 8:00 o'clock

Wear whatever you choose and exert the IT complex, as the BOY FRIENDS are invited, too.



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CHANGE YOUR ROSTER

A change in the business telephone for Daisy I. Denis. It is now EXbrook 2927.

We are happy to report that Bertha P. Stalder is now associated with Leland & Company, factory representative agents, at 157 Seventh Street, as their office manager. The temporary telephone number is HEMlock 8361, but after November 15 it will be UNDERhill 8443. Her residence is Hotel Carlton, 1075 Sutter Street, Ordway 0242.

Kindly change the residence address of Cathryn E. McLean of Sacramento 1619 Eye Street, Apartment 3.

KNOWELL SUMS

To one crippled hostess, add a mother and two charming sisters to do the honors for her;

To twelve happy guests, add another mother, and then add a pleasant evening at the bridge tables;

To Ida, add one first prize;

To Edith, add one booby prize;

From this lovely scene, subtract one rushing comrater (alas, the salad looked so good);

And your sum total is another of these very enjoyable Knowell evenings, thanks to Ellen Heady and her family.

E. C. F.

CLUB NOTES

MARGERY SHAFFER

A visitor to our club rooms, as the guest of Amy Little Barry, was Agnes W. Purnell of the Sacramento B. & P. W. Club. It is not often Mrs. Barry gets over to San Francisco and when she does, are always glad to see her.

Ada Brace sent a large package up to the club rooms containing score pads and real honest goodness pencils for the Thursday Nighters & Bridgers. Thank you, Ada, for this very acceptable donation.

Some time back we reported that M. Virginia Himes was visiting in the East; we think it was about early spring. She is now back and we hope to see her in the club rooms often as she is living handy-by, right at the Western Women's Club.

Marie Crandall is enjoying a vacation in Phoenix, Arizona, visiting her son and family. She expects to return to San Francisco about November 1.

Lillian Hall Larson and her husband, Captain Larson, are enjoying a little vacation in and around Seattle. Lillian sends greetings to all of us and says, *See you all soon.*

Dr. Susan H. Hamilton was proud to have as her guest at the meeting at the Academy of Sciences Mrs. Rose Mattick, from Denver, Colorado.

M. Ethel Toyne of the Toronto, Canada, B. & P. W. Club, dropped into the club rooms to make our acquaintance and extend greetings from her group. She is hoping her itinerary will permit her to linger long enough in California to attend the Rose Festival. She was deeply interested in our activities and hopes to be present at some of our sessions during her stay in San Francisco.

At this writing we are told that Louise Stivers, vacationing in Death Valley. Louise, as we know her, puts her whole heart and soul into her various activities, so this rest and change should be very beneficial.

Ann Joseph left about October 20 for her vacation. She went directly to Los Angeles and during her three weeks, expects to make trips to various sections in Southern California.

Belle McDonald and Nettie Smith arose early this morning of the 21st, leaving with friends about 5 A. M. for Sacramento to attend the Grand Chapter meeting of the Order of the Eastern Star. Although they were busy attending sessions, Nettie squeezed out enough time to telephone Hazeldine Mitchell Snedden. Hazeldine wanted both of them to come out to the house, but time would not permit. Hazeldine sent best wishes to her many friends in the club.

The *Flash of Red*, scheduled to be given at Agnes Hospital last Friday evening by the same cast presenting it at our annual dramatic show, has been postponed for two weeks.

The American Association of University Women held a lovely reception recently and in the receiving line were two of our beloved members and outstanding women, Congresswoman Florence P. Kahn and Judge Theresa Meikle.

'Tis reported that Leola Good is building a new home. A chance for a house-warming, who knows?

THURSDAY

On account of shortage of space in our BUSINESS WOMAN last week, appreciation was not shown for the delicious cakes and large supply of tea, so graciously supplied by Ann Joseph, Effie Gillespie, and Hazel Ramon.

R. C. A.

Ha—ah! We stand high with Mr. Weather! Sunny last, a nip in the air gave urge to stride and even lassies tramped along that former car route around Land's End and took cognizance of *The Creek*. Afar we traveled to Fisherman's Wharf to stop at the size of that *Whale*. Who—a—mighty monster he! We feasted at The Shadows and were loved by Carita! Can you fancy her scaling Telegraph Hill? Hied we forth to the bridge approaches, but they are too vast to absorb in an hour—it was ten o'clock. We'll go there anon.

Theatre Squints: *As You Like It* now at the theatre. A treat to students of the bard, for it is *Shakespeare*. Twenty-four of us acclaimed it perfect!

Boy Meets Girl at the Geary—but I know not when; they met all season in New York.

First Lady (Jane Cowl) will give audience at the Grand, but the date yet uncertain.

GERTRUDE D. TUBBS, Recreation Chairman.

OUR NATIONAL MAGAZINE

Do you read the *Independent Woman*?

Do you know what gems of thought lie within its pages?

Do you realize what stories of achievement and of good advice are there?

Get out your latest one and read it page by page. You will have a most enjoyable and enlightening use of it.

Women and the World is a very fine résumé of what is going on in the world, condensed into few words for busy women and presented in the form most pleasing to the feminine taste. Read it each month.

In the October issue, such articles as *Six Americans in Search of a Faith*, *Forums Are Fun*, *Before the Supreme Court*, *I Live in Norris*, and many others, will grip you and hold your interest to the very last word.

The *Business Woman's Bookshelf* is always worthwhile, bringing short reviews of the latest books and helping us to decide which ones we want to read and which are not worthy of the time and effort of reading.

Besides these features there is always plenty of

news of other clubs and other regions. Messages from our national president give us much food for thought.

If you want to spend a thrilling evening, just try spending it with the *Independent Woman*.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Dental hygienist (open to men and women). Salary, \$105 a month and maintenance. Age limits, 20 to 45 years. Date of examination, November 7, 1936.

Institution waitress (open to women only). Salary, \$40 a month and maintenance. Age limits, 18 to 50 years. Date of examination, November 14, 1936.

Supervising calculating machine operator (open to men and women). Salary, \$140 a month. Age limits, 25 to 50 years. Date of examination, November 1, 1936.

Accounting-tabulating machine supervisor (open to men and women). Salary, \$180 a month. Age limits, 25 to 50 years. Date of examination, November 21, 1936.

Law clerk (open to men and women). Salary, \$140 a month. Age limits, 21 to 40 years. Date of examination, November 21, 1936.

LEGACY

Unto my friends, I leave my thoughts;

Unto my God, my soul.

Unto my foes, I leave my love;

This is of life, the whole.

Stay! There remaineth something more;

Who shall receive this dower?

Earth Mother, I give Thee a handful of dust;

Turn it into a flower.

Kiowa Indian.

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VOTE—TAKE NO CHANCES—VOTE

Now the day draws near when each citizen is put to test. The test is simple: will you cast your ballot or will you neglect it? There are of course other more particular questions: have you studied the issues and the candidates; will you vote intelligently and according to your conscience or will you be swayed by demagoguery, prejudice, selfish interest? But important as these questions are, they are secondary. The primary test is whether you do or do not vote at all.

To say that one vote doesn't count is not only bad arithmetic but misses the whole point. Even if your district is known to be overwhelmingly for one party or another, your vote counts, either to build up a more impressive majority for your candidate if he is the winner, or to lessen by so much the margin of his defeat. The processes of democracy are long and slow. A smashing victory, a gallant losing fight, a strong *protest vote*, a close shave, each has its special influence on the future conduct of the party in power, on the continuing organization of the defeated party and therefore on the next election.

Finally, and most important, it is always possible that your vote might be the very one to swing the election. Our electoral system is built not on total popular vote, but by states and by districts within states. Mathematically it can be shown that the whole national decision could rest upon the single vote of one person in the last doubtful district in the last doubtful state. Actually there have been elections where the final result was due to a few hundred thousand votes scattered thinly over several states. No amount of trial polls and forecasts can surely predict an election. Often there is a great ground swell of "silent voters" which upsets all calculations. Therefore if you care at all about how your country is to be run for the next four years, you may be taking a chance you will bitterly regret if you fail to cast your ballot on November third.

Woman's Home Companion.

VISIT TO THE ACADEMY OF SCIENCES

Last Tuesday more than seventy-five of us traveled out to the El Portal to meet and enjoy a very satisfying dinner before the real entertainment of the evening. We certainly crowded the capacity of the place, but they surely took care of us.

Then by twos and threes and tens, we meandered along to the Academy, where we were graciously welcomed by Dr. McFarland and given the freedom of the halls. And how very pleasant it was to wander among the exhibits just by ourselves, and not be jostled by the unthinking crowds. (Not snobbish, we just like our comfort.)

And how to tell of all the interesting things we saw. Some of us were fairly enchanted by the beautiful California wild flower paintings of Miss Ethel Wickes. So real they looked, we could almost smell them, and all flower lovers among us admired the small sketches of the vales and glades where each flower lives. We could hardly tear ourselves away

from them, but we had to look at the display semi-precious stones which Mr. Pitts had polished and mounted as his avocation. We know many years of labor were in those cases. Some of them were framed as pictures; I saw a cathedral, sunset clouds opening doors.

We then went over and woke up the fishes. It was a shame, too, after they had all put themselves to sleep. But they woke up and put on quite a show for us and accepted our admiration in a very bluff manner. Several gentlemen of the staff of the Academy were on hand to tell us of the habits of the finny folk, and one even protected some of the ladies from one vicious fish which would have nipped at a finger if held too close.

Then — the chief attraction — the African Hall. There we were first told something of the work in Africa and the manner in which they prepare their exhibits. And then we looked, and admired, and stared awe-struck at the beautiful animals, and the interesting ones, and the lordly king of beasts: his family against the sunset sky, and the little deer in its own little glade, and we marveled at the infinite patience and skill of the men who not only bring these exhibits here, but put them before us in all the detail of the original scenes, and showed even the lofty mountain peaks, the African verdure and the dry and dusty veldts.

We could have stayed and studied the different groups for hours, but word came that our St. Louis Peers awaited us, so up we went to be graciously welcomed by her in the offices of the Academy, and served with refreshments while we rested our weary feet.

All too soon was the pleasant evening over, but I carried away with us pleasant memories of the hospitality shown us and have much appreciation of the opportunity given us by our program chairman.

E. C.

ONE WOMAN'S JOB

Hortense Wickard, of Chicago, is your hostess when you travel by train. She tries to make everything comfortable and pleasant for you. She says that the springs don't bounce, that the carpets are soft, that the whistle isn't too shrill, and that you get where you're going. She's housekeeper for 100 of the nation's 152 Class 1 railroads, and her job is to investigate every one of the 70,000 items that railroads use — from drinking cups to streamliners, Diesel-electric de luxe locomotives — to see that they are pleasant to look at and convenient and comfortable to use. She is incessantly shopping. When she finds a needed item — an antimacassar or an air conditioning plant — she analyzes it, overseeing exhaustive tests of its materials and performance. Then she recommends it for purchase. Miss Wickard emerged from college to teach in high school, then dropped pedagogy for industry. Served as efficient engineer in big electrical equipment plants. Then she turned feminine and took up housekeeping — and wheels.

American Magazine

SAN FRANCISCO BAY BRIDGE CELEBRATION NOVEMBER 12

In our Club Rooms — Watch for further details.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

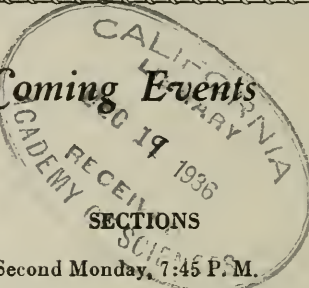
NOVEMBER 7, 1936

No. 44

Weekly Program



Coming Events



Nov. 9—Book Section, 7:45 P. M.
 Nov. 10—Dancing Section, 6:30 P. M.
 Nov. 10—Dramatic Section, 7:30 P. M.
 Nov. 12—Thursday Open House, 8:00 P. M.
 Bridge Celebration.
 Scotch Music and Dances.
 Mr. Wm. Bear, Speaker.

Hostesses

Helen L. Mielke, Chairman
 Ellen F. Heady Veturia Dudfield
 Lucy M. Edwards Florence Lewenthal
 Flora Yordi Shaw Thelma Gleason Baxter

Nov. 13—Public Speaking Class, 7:15 P. M.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

BRIDGE EVENT

After participating individually in the opening day's celebration in commemoration of the San Francisco-Oakland Bay Bridge, the members of the Business and Professional Women's Club will gather in their club rooms on the evening of November 12 for the purpose of continuing the rejoicing. Both civility and civic pride will run riot. Among other things, the Reception Committee has arranged a program of music and dances typical of the folklore of Scotland.

Mr. Brick Johnson will render several selections on the bagpipes and Miss Loraine Graves will do some Scotch dances.

In addition, the Civic Section has arranged for a speaker, Mr. Wm. Bear, who is a P. G. & E. expert in lighting, telephoning and many other electrical devices with which this bridge will be equipped for the purpose of adding to the comfort and convenience of all who use it.

Not only the Civic Section and the Reception Committee, but the whole membership is behind this

evening's entertainment marking the opening of the great San Francisco-Oakland Bay Bridge as something to go down in the history of the club and the people of the great San Francisco Bay area.

EDNAH BUTLER,
 ANNE McDONALD,
 BELLE BANZ,
 MINNIE KORN,
 Committee.

WE CELEBRATE A BIRTHDAY

November is our birthday month and we enter this time on our twenty-first *coming of age* year. So instead of giving ourselves a present, we are going to take count of stock. Mrs. Leslie Wilde Gan-yard, assistant supervisor of guidance and placement of the National Youth Administration, will be our speaker at the November 17th dinner meeting—and she is a good one. Past presidents will be guests of honor. And we wouldn't be surprised if they got into the limelight, too, with a few well-chosen remarks.

RECEPTION

NOVEMBER SIXTH

TONIGHT IS THE NIGHT

that the PRESIDENT'S COUNCIL and its GUIDANCE BUREAU will be waiting to greet you in our club rooms at 8:00 o'clock.

Wear whatever you choose and remember the

BOY FRIENDS are invited.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies......05

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Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
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First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall
Honorary President, Lillian Palmer

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CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Waitress, School for the Deaf (open to women only). Salary, \$40 a month and maintenance. Age limits, 18 to 45 years. Date of examination, November 14, 1936.

Billing machine operator (open to men and women). Salary, \$80 a month. Age limits, 18 to 35 years. Date of examination, November 28, 1936.

Institution kitchen helper (open to men and women). Salary, \$45 a month and maintenance. Age limits, 18 to 50 years. Date of examination, November 28, 1936.

Graduate nurse (open to women only). Salary, \$95 a month and maintenance. Age limits, 21 to 50 years. Date of examination, December 5, 1936.

R. C. A.

Ideas percolate: Many of us are motorless, so how are we to enjoy an adventure across the longest bridge in all the world? Sez me to myself, we'll hire limousines or taxis or a bus and, thanks to nobody, we'll just see what's what! Sunday morning, November 15th, at 11. We do not wish to encounter heavy Sunday traffic and, after all the festivities of the previous days, this sounds a modest time and hour.

You who will be interested, please advise me at once, so that I may arrange accordingly.

GERTRUDE D. TUBBS, Recreation Chairman.

CLUB NOTES MARGERY SHAFFER

We had a delightful prospective member visit recently, Miss Barbara Watson of Kansas City. 1927 she visited San Francisco and was so taken with it that she vowed some day she was coming West to live. Well, she is here and here to stay. She hopes to affiliate with our group as soon as she is located. Being an ex-railroad employee, she naturally looked up some Traffic Club women and put in touch with Nan Lawrence, who piloted her up to meet us.

The annual Football tea given by the Stanford Alumni was held recently at the Sir Francis Drake Hotel. One of the active members in this group Marie MacDonald-Jensen of our own club.

Another charming visitor, who we hope will someday be a member, was Claire McGowan, the daughter of Ella Allen. Miss McGowan is associated with the Twelfth Naval District Public Works office.

Apologies, Trissie. Through error we gave Trissie Miller's classification as the Equitable Life Insurance Co., whereas it should have been the Aetna Life Insurance Company.

Best regards to everyone comes from Thelma McGuire. She says it just made her homesick to recall about the annual dramatic show in THE BUSINESS WOMAN. And why shouldn't it? Thelma always did her part and supported the Dramatic Section, the fullest of her ability when she was living here. She is now active in the Fresno Business and Professional Women's Club. Our loss is their gain, all we can say. Best wishes to Thelma from her many friends in the club.

Edith Black introduced her friend, Coral J. Sabin of the Klamath Falls, Oregon, B. & P. W. Club. Miss Sabin reports that her club is busy building up funds for maintaining a future home of their own. On this trip her time was limited, but Miss Sabin expects to be back for the opening of the Bay Bridge when she hopes to meet more of our members.

Ruth Shaw, yearning for home cooking, vegetable soup, prepared a la vitamins, is giving up hotel life, and with a friend has taken an apartment at 721 Geary Street, telephone ORdway 7605. Please change your roster accordingly.

Expressions of sympathy are extended to Mrs. Roach Withers in the loss of her aunt. Also to Hannah and Stella Ramon for the loss of an aunt.

THE CUCKOO CLOCK

There was a little cuckoo clock
Whose works were really good;
She loved a little cuckoo clock
In a chalet made of wood.

But oh, alas, her spring was weak,
And when the hour struck
That gave her clock a chance to speak,
She "cuck"-ed, but there she stuck!

The foolish cock refused to look,
But loved a bird instead
Who sweetly "coo"-ed but could not "cuck"
They were engaged to wed!

"What use are works?" our cuckoo cried;
"With keeping time I'm through!
Who says that cooking wins, has lied.
The men prefer to coo!"

And so she let her works run down
And quite refused to sing,
Until they called a man from town
To come and fix her spring.

The cock meanwhile grew thin and white
On endless "cuck"-less wooing.
He almost died, but in his plight
He heard a soft cuckooing!

It was the mended cuckoo's voice—
She sang and then she fed him;
She cooked and cooed and we rejoice
To say at last she wed him.

When asked, the little cuckoo bride
Said, "When for husbands looking,
A maid should coo—but first," she cried,
"Do not forget the cooking!"

CLOTILDE GRUNSKY.

CAMARADIE KNOW WELLS!

Hours of friendship and hospitality. When all is
id, what greater cheer than Friendship, what
eater joy than Hospitality! Thusly, when our
se O'Brien beckoned, full measure was our por-
on. We were streamlined to the popular *Riviera*
d, amidst murals of that beauteous coast of
ance and songs of Italy, we were regaled with the
smopolitan food of San Francisco. Blissfully con-
it, we were motored out for a moonlight view of
the *Wreck*. Ten Lucky Guys!

I say, Rose: As a stylist you're tops, and as a
now-well-ist, you're an Ace!

GURTY.

VIEWPOINTS

The boy left the farm and went to the city, where
did well and eventually got in the swim to some
tent. A brother stuck to the farm. One day the
farm boy received a letter from his city brother, and
among other things it said:

"Thursday we autoed out to the country club,
here we golfed till dark. Then we motored to the
beach and Fridayed there."

The farm boy wrote back:

"Yesterday we flivvered to town and baseballed
afternoon. Then we went to Mead's and pokered
all morning. Today we muled out to the cornfield
and gee-hawed until sundown. Then we suppered
and piped for a while; after which we staircased
to our room and bedsteaded until the clock
ed."—*Wroe's Writing*.

NEW MEMBERS

Johnson, Blanche (Mrs.)

1290 Grove St.

Rate Clerk

Pacific Gas and Electric Co.

245 Market St.—Sutter 4211

erman, Lenora Estell (Mrs.)

50 Golden Gate Ave.

Supervisor, Don Lux Academy

948 Market St.—KEarny 7055

ase, Edna L. (Miss)

749 Taylor St.—TUxedo 9606

In charge of Laboratory

Sutter Hospital, Sutter, nr. Larkin

ORDway 2600

LATE, BUT INTERESTING

Once again there was open house at the club
rooms, and on Thursday, October 22, an interested
observer might have seen those who became en-
grossed in contract, a merry crowd working out ana-
grams, and those who just sat around in a little
circle and talked, perhaps of shoes and ships and
sealing wax and cabbages or maybe kings. Politics
had lured away some of our faithful ones and, in
the absence of Minnie Korn, Jean Kerrison made a
charming hostess for the evening; while Margery
Shaffer acted as efficient head of the committee
serving tea and delicious cakes, the gifts of Sara
Rosenberg and Lucy Thompson.

We had visitors, too, who joined in the play and
talk. Annie Little Barry brought with her a mem-
ber of the Sacramento Club, Miss Purnell. Lydia
Johnson introduced two friends, Miss Comstock and
Miss Schoe. We hope they liked us well enough to
come again and perhaps to join the ranks of or-
ganized business and professional women some day.
Though the group was not as large as sometimes
gathers in the rooms, there was an air of relaxation
and enjoyment that bespoke once more the well-
known fact that we like our Thursday evenings.

Be Certain That

The OLD LADY you will some day
be will have cause for
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THURSDAY OPEN HOUSE

A large group of our members turned out on Thursday evening to enjoy a few hours of social stimulation. The Hallowe'en decorations which were furnished and so cleverly placed about the room by Jean Kerrison, Mary Ryley, and Anna Reidy added to the enchantment of the evening.

To a casual bystander it might have seemed to be *home-coming week* as we had the pleasure of greeting several of the members who have been absent from a number of the Thursday night gatherings. Marion Morris, our president, was with us, and we were happy to see Molly Gunn once again. Miss Davis also attended for the first time in many weeks. We welcomed our new member, Miss Blanche Johnson, and had with us two visitors, Miss Barbara E. Watson from Kansas and Miss Alma Ryan, a friend of Miss Edna L. Haase, one of our newest members.

The highlight of the evening was the delightful poem, *Farewell to Vagabond's House*, given by inimitable Claire Ingham.

Belle Banz donated the Hallowe'en candies and delicious cake which culminated another perfect evening's entertainment. ESTHER WILSON.

I AM YOUR ENEMY

I am your enemy.

I am the person you despise.

Between you and me a great gulf is fixed.

Somewhere, somehow, in ways that even you and I have forgotten, life built its impassable canyons of emotion between you and me.

Perhaps some third person lied. It may be that a friend understood things wrongly, and reported them so. In some fashion one of us took offense at the other, and there was no way of mending the break.

There was a task of adjusting delicate human relationships for which we were both too clumsy.

There was a bridge of forgiveness or tolerance, which each of us was too small to cross.

So we stand, alien to each other, aloof, separate, armed.

And yet we are not so far apart as we seem.

We are both sinful and fallible men.

We both long for friendship.

We both are grieved and debased by controversy and estrangement.

We are at heart two lonely souls, seeking friendship, but held back by false pride from extending the hand of confession and brotherhood.

I am closer to you than you think, and more like you than you dare admit.

I am your enemy.

PERCY R. HAYWARD.

IT'S NOT EASY, BUT IT PAYS

To acknowledge it when you are wrong.

To admit that you have made a mistake.

To take your medicine; to stand up under rebuffs or unjust criticism. This is the kind of stuff that builds big men, big women.

To keep your temper when others all about you lose theirs and go to pieces.

To keep your poise, your mental balance under trying conditions. Others will respect you more; you will respect yourself more, and you will have infinitely more influence. Nothing else quite takes the place of a superb poise in all situations in life.

—Author unknown.

BOOK SECTION

Monday evening, November 9, we will have Po Night. Estelle Kane will review *The People, Ye*. Carl Sandburg, and we hope to have some interesting features.

ZELLA KIMBALL, Chair

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Vol. 13

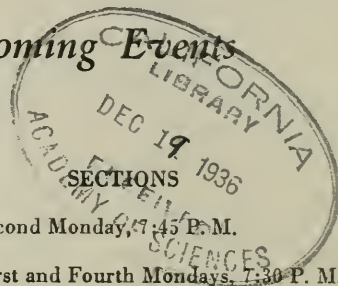
NOVEMBER 14, 1936

No. 45

Weekly Program



Coming Events



Nov. 17—Dinner, 6:15 P. M.
Western Women's Building.
Program Dinner.
Club Birthday Party.
Speaker, Mrs. Leslie Wilde Ganyard.

Nov. 19—Thursday Open House, 8:00 P. M.

Hostesses

Elsie P. Fear, Chairman

Phoebe A. Wramp
Antoinette Choisser
Nell C. Boardman

Floy Murphy
Laura Gleason
Bayreuther
Mary C. Daneri

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Please make dinner reservations early at Club Rooms, Prospect 8347

NEXT TUESDAY MARKS OUR BIRTHDAY CELEBRATION

Twenty years ago this month Lillian Palmer started us off on our career as a club and so next Tuesday, November 17, at our dinner meeting, we are going to celebrate the beginning of our twenty-first year by looking ourselves over carefully. Mrs. Leslie Wilde Ganyard, whose experience covers a whole career of fascinating jobs, from personnel work with one of our department stores to manager of the University of California employment bureau, to director of women's activities with the Civil Works Administration and SERA, to manager for Los Angeles with the state employment service, to her present position of assistant state supervisor of guidance and placement for the National Youth Administration, will tell us where she thinks women stand in the business world today and what we can do about it. Past presidents of the club will be guests of honor and will help us in *Taking Count of Stock*—the theme for our birthday celebration.

R. C. A.

Get Going, Bridgers! Meet at Union Square—the Howell and Geary corner, at 11 o'clock A. M. Sharp, Sunday Morning, November 15th. Final dicker has not been made, but either via taxicab or limousine, we will go the limit of our Oakland Bay Bridge. Will endeavor to make the ride as leisurely as permissible, so we may see all; time should be a little less than two hours and the price about \$1.25 each—we may be able to slave that a layer. Upon our return, we can luncheon at the Stewart Hotel—you know their eats are plentiful and good.

GERTRUDE D. TUBBS, Recreation Chairman.

SCOOP

Big Football Game between Victor McLaglen's Hollywood team and the San Francisco CUBS. All professionals!!!

Sunday afternoon, November 29.

Hour and price later.

Save the date, as it will be a gala occasion.

Presidents' Council will receive benefit of the gate receipts.

PUBLIC SPEAKING

Class is going so well that it has been decided to continue it for another period of four lessons of two hours each.

If you have not been in the class before, you may join now, as all will have a chance in the class. The last lesson of the present course will be November 13 and the new course starts on the 20th. This will make the last class December 11, which will not interfere with Christmas shopping.

Price of the course, \$2.00.

KNOWELLING IN ALAMEDA

Twelve of us, a jolly dozen, found our way across the bay or from Berkeley to the pleasant home of Reta Marshall in Alameda for a Knowell Hallowe'en feast, followed by a variety of diversions. Those who did not play bridge delved into the high finance of Monopoly, and charged exorbitant rents on hotel and apartment house accommodations. Perhaps it was Reta's delicious food—there was a turkey with all the fixin's—or perhaps it was the attractive daughter who helped dispense hospitality, but at any rate there was a special something which brought out the happiest mood in everybody present. This Knowell party idea is certainly the world's pleasantest method of raising money.

C. G.

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THIS SAN FRANCISCO

When San Franciscans cross the San Francisco-Oakland Bay Bridge for the first time, they will get an entirely new conception of the city they live in.

San Francisco's hills and waterfront show up from the bridge in new and more impressive lights and phases. And from the Bay Bridge you see not only that bridge but the Golden Gate span and the rapidly forming island where a great world's fair is actually rising.

Three great projects, all spectacular, all of world-wide interest, all notable enough to excite the pride and wonder of the proudest citizen of the proudest city!

Sometimes we think Bret Harte's famous line is still true. San Francisco is too serene and blasé. This week should be dedicated to enthusiasm.

Call-Bulletin.

HOSPITALITY EVENING

Another Thursday Open House, full of happiness and sociability, has passed on with those of other such occasions. We had a number of tables of Bridgers, and two tables of anagrams, as well as additional tea guests. We also had the pleasure of greeting four friends of Nettie Smith's—Mesdames Viola Himmel, Stella McDermott, Lydia Himmel, and Caddie Kingsley, who were very much interested in our activities. The abundance of delicious cocoanut cake was the thoughtfulness of Hazel Mangels. How well she knows what goes perfectly with a good cup of tea!

COMMITTEE No. 6 REPORTING.

RETREATING HORIZONS

By EVERETT HOLLINGWORTH

When I was ten I thought I would be old at seven.

Long trousers, high school, sheikish pose, the ever-changing "queen"—

These charmed my verdant fancies, which in distant countries strolled;

Imagination taught me what I'd do when I was "old."

When I was seventeen I wondered if I could survive Life's tribulations, to be real old—at twenty-five. Young wives and babies occupied the thoughts of many friends;

To join this lucky group I held among my chief ends.

When I was twenty-five I thought that forty was age

Befitting haughty dignity, the air of prince or sage. A busy life with growing family and quest for good. Could well be ended when at forty I would be quite old.

When I was forty—why, that's when we just commenced to know

The fruits of toil, when fortune's cup begins to overflow.

So then I thought at sixty I'd be aged—probably. I felt doubt playing havoc with my life philosophy.

At sixty—say! did I feel old? Why not a bit of it! To ninety I looked forward with a lot of vim and grit!

And should I have the fortune to attain that mark, why then

I'm sure I'll think old age won't come before a hundred-ten!

The wonderful horizons, which appear to mortals bold,

Are constantly retreating, like the rainbow's pot of gold.

No matter what we vision, with each quick succeeding dawn

This sentiment inspires us—'twill be bright further on!

BOOST THE MAN WHO IS DOWN

It is not to the man whose affairs are running smoothly that words of encouragement are most valuable. Such a one may not care whether he is complimented or not.

It is the man who is having a hard struggle who needs help, and a few words of cheer or of good advice may make his way easier. When a man has met with misfortune and must start all over again, the hardest thing to bear is the attitude of those who were his intimates before ill luck struck him.

If a man is honest and industrious he deserves consideration. If opportunities for business can be put in his way, the kind-hearted one will not fail to do so.

It is true that favors accorded to the prosperous may seem to promise more immediate returns, but one can never tell when the "bread cast upon the waters" by aiding the discouraged will come back with interest. The satisfaction of having done a good deed is sufficient reward, but be assured that the return in a more material way will come.

From the Editor's Scrapbook

CLUB NOTES

MARGERY SHAFFER

At the last meeting of the City and County Federation of Women's Clubs, the president introduced newly appointed chairwomen. Among those taking chairs on this occasion for the coming year was Judge Theresa Meikle, as Law Enforcement Chairwoman. Congratulations are again in order to this outstanding woman.

Marion Morris, who is having a siege of laryntitis, tabooed all advice from friends to stay at home and take care of it last Friday evening. And no wonder, when such an evening at our club rooms was progress, for up on the piano bench we stood our little president so she could be seen and heard as she welcomed the presidents, members and friends of all the women's clubs of San Francisco, and at the same time introduced Margaret Torreyson, president of the Presidents' Council, who gave a brief résumé of the splendid work the Guidance Bureau is doing.

When you have a thing to do, do it and get through with it; don't delay or procrastinate! At least this must be the motto of Susie Hicks. The doctor arranged for the removal of her tonsils, and so long as she had to be, Susie decided to get up bright and early last Saturday morning and *get through with it*. In fact, it was so early she had to take a taxicab to the hospital, arriving about 6 o'clock. The operation over, Susie returned home that evening to thrive on liquid diet for a few days. However, she did not miss a day at her office and says she is feeling fine after the experience.

Last Saturday night occurred the wedding of Elizabeth Mowder's nephew Howard, at Los Angeles. Elizabeth and the bridegroom-to-be drove down together, leaving here early Friday morning, arriving that night in time for the pre-nuptial rehearsal. Elizabeth returned by train Sunday night. Heartiest congratulations to this young couple, who will make their home in Alameda.

We are happy to report that Ellen Heady is able to wear her shoe on her injured foot and discard her crutches. On arriving home the other night, Ellen had a very pleasant surprise. Her son, living in Arizona, whom she had not seen for about three years, was very anxious about his mother's accident and came on for a visit. A very happy reunion.

Anne B. Joseph is back from her vacation. She had a most enjoyable three weeks, feels rested and ready for the work ahead of her.

BRUSSELS PEACE MEET

News of the International Peace Congress held in Brussels recently comes to the women of America from Mrs. Alves Long, chairman of the department of international relations of the General Federation of Women's Clubs, who just returned from Europe, where she attended the conference.

"There is something peculiarly inspiring in the idea of working throughout the world for the same objective in the same way," says Miss Long, "and while America does not and cannot feel the common anger as keenly as other lands do, nevertheless all who think at all on the subject must feel deeply concerned over the consequences to America of another general European war. It can hardly be averted except through international co-operation, and it is the hope of all those who attended the peace congress that out of it may come a universal campaign which will result in the recognition of the sanctity of treaties when freely entered into, of reduction of armaments, of suppression of profit in munitions and in remedying international conditions which lead to war."

S. F. Chronicle.

WHAT PRICE GLORY

The World War, all told, cost — apart from 30 million lives — 400 billion dollars. With that money we could have built a \$2500 house, furnished it with \$1000 worth of furniture, placed it on five acres of land worth \$100 an acre and given this home to each and every family in the United States, Canada, Australia, England, Wales, Ireland, Scotland, France, Belgium, Germany and Russia. We could have given to each city of 20,000 inhabitants and over, in each country named, a five million dollar library and a ten million dollar university. Out of what was left we could have set aside a sum of five per cent that would provide a yearly salary for an army of 125,000 teachers and a like salary for another army of 125,000 nurses.

NICHOLAS MURRAY BUTLER.

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PAGLIACCIO AND A HALLOWE'EN PARTY

As Pagliaccio was master of the troupe in the opera of *Pagliacci*, so did Anita perform the role of troupe master to twenty-four Thursday Night Hostesses in disguises of all descriptions in the club rooms Hallowe'en evening.

We were all in hysterics laughing at the other fellow, apparently all unconscious of how we looked ourselves. A circle was formed, pencils and paper were put into our hands, and we were told to guess who our companions were. We had a ghost who made the most unearthly sounds, twins, some one with hay-fever, so she said—but it looked as if a quarantine sign might go out on the club room doors—a gypsy, three cats, a two-faced woman, two paper Hallowe'en dolls, and a most captivating Mae West. She was the puzzle of the evening. Can't begin to name all as space does not permit. Elsie Fear won the prize, having guessed nineteen. How she did it is a mystery. Rose O'Brien won the prize for the most original costume. Why?—because *she* was the Mae West, and believe it or not, her hair was blond. Vetura Dudfield, the gypsy, for the most intriguing costume, an heirloom and most effective.

Now by this time a punch board was produced, and whatever you punched, you were in duty bound to do. Anna Knief was shy—she later had her eye blackened. A tight-wire walker appeared, an apache dancer—singers—a saleslady in a department store selling eight people at one time, a public speaker—such fun as we had. Last came Anita, and she recited for us, as only Anita can.

Out came the card tables. Dutch Whist was in progress for an hour and prizes generously given. Then a buffet supper was served, sandwiches, olives, good apple cider and doughnuts.

Twelve o'clock, and Hallowe'en had vanished, and so had Pagliaccio and the troupe of players, but not the memory of Anita, for to you and your assistants we again express joy and happiness for an evening of great fun, and to those of the Thursday Night Hostess Committee who could not attend we express regret.

ONE OF THE LAYERS.

ORANGES (A Villanelle)

Oranges are cheap today.

"Here are twelve for fifteen cents,"

The vendors by the water say.

Their stalls are trucks parked by the bay;

Each mound of gold the blue accents.

Oranges are cheap today.

"It isn't very much to pay.

Meat is high and so are rents,"

The vendors by the water say.

Piled in dazzling array,

Pointed high like golden tents,

Oranges are cheap today!

Such a riotous display

Both the eye and taste contents,

The vendors by the water say.

Each a different cry invents:

"Step up, ladies; step up, gents.

Oranges are cheap today,"

The vendors by the water say.

EDITH LOVELL.

A LIST OF THOUGHTS

By MARSHALL MASLIN

I can be a philosopher, but not when I have toothache.

I can be miserable, but not when a bird is singing.

I can be smug, but not when I see a blind man waiting to cross in the crowded traffic.

I can be pessimistic, but not when a baby is smiling at me.

I can be arrogant, but not when I think of the mistakes I have made.

I can be spiritual, but not in the presence of steaks and fried potatoes.

I can be entirely physical, but not when Richard Crookes is singing *Drink to Me Only with Thine Eyes*.

I can be cynical, but not when I think of mother tending a sick child.

I can be flippant, but not when I remember how common folk suffer.

I can despise money, but not when I am broke.

I can feel proud of my knowledge, but not when I look at the stars or when I see a small bird building a nest.

I can be lonely, but not in the presence of an ocean.

I can be glad I belong to the human race, but not when I see a man abusing an animal.

I can despair, but not when I see men and women taking their great troubles bravely.

I can be bored, but never when I reflect that we come this way but once.

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The Business Woman

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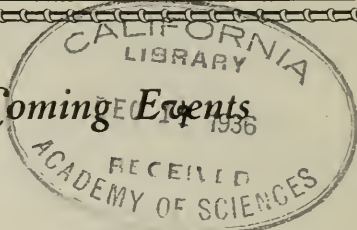
NOVEMBER 21, 1936

No. 46

Weekly Program



Coming Events



SECTIONS

Nov. 23—Civic Section, 7:30 P. M.

Nov. 24—Dancing Section, 6:30 P. M.

Nov. 24—Dramatic Section, 7:30 P. M.

Nov. 26—No Thursday Open House.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

R. C. A.

Hi-de-ho! Our Bridge Celebration an event for a lifetime! The weather beamed, sniffled and climaxed a Sunday of Glamor! Twenty-seven of our members gathered at Union Square Sunday morning, and in limousines we grouped; over Fifth Street and we were rolling upon the dramatic, fascinating and stupendous achievement of all time; through the tunnel, so wide and white; over the cantilever into Oakland and around Lake Merritt; and the stamede of machines—for one who analyzes comes the question of the morrow! The vast gallop of the past thirty years if kept up—ye gods! What of the next thirty! Back over and as one emerges from the tunnel—Oh—hh—hh! the expanse of that magnificent San Francisco upon her hills of majesty, bathed in sunshine! Alas to the one who fails to thrill to this spring adventure of San Francisco and THE RAY BRIDGE!

Sunday, November 29th, we to the Golden Gate Bridge! San Francisco Side! Details next issue—let keep it foremost!

Monday, December 14th, opening night of *Boys and Girls at the Geary!* A wow in New York all last season and still running. The Geary—price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

PUBLIC SPEAKING

The Public Speaking Class under the direction of Mrs. Belle Loewenstein has just concluded a very successful course.

Because this is such a busy season, it was decided to defer the next class until early in March. Due notice of this will be given both through THE BUSINESS WOMAN and the newspapers.

SYMPHONY

Coupon books for the San Francisco symphony season, starting January 8, may now be purchased at the club rooms for ten dollars each. For every book sold, our club receives a rebate of one dollar.

These coupons may be exchanged for reserved seats at the box office either for individual concerts or for a number of seats for any particular concert. Several members may thus join in buying one coupon book and attending the concerts together.

Soloists in the series include George Gershwin, Alexander Tansman, Richard Crooks, Marian Anderson, Isaac Stern, Vladimir Horowitz, Toscha Seidel, and John Charles Thomas.

Members and their friends are requested to buy all coupon books through the club, in order that we may receive the dollar rebate on each book.

KNOWELL

Our Knowell chairman, Edna Rowe, requests that all hostesses send their list of guests to her so that she may have a complete record when the parties are over.

Also the editor wants to know why you do not have your parties written up. Surely accounts of such delightful affairs are of much more interest than some of the fillers we are forced to use.

Come on, send your lists to Edna and your news to the editor.

CANCELLED

Owing to circumstances over which we have no control, namely, the withdrawal of Eastern capital, the football game which was planned for the benefit of the Guidance Bureau of the Presidents' Council on November 29 has been called off.

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2299 Sacramento Street
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Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
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Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

ATTENTION—MEMBERS!

Article IX, Section 1 of our By-Laws:

"Nominating Committee: There shall be a Nominating Committee consisting of three members of the Club. The Chairman of the Nominating Committee shall be appointed by the President, one member of the committee appointed by the Board of Directors and the third member elected by the Club at the first business meeting in December of each year. Nominations for the third member shall be made from the floor, and where there is but one candidate, the election of this member of the Nominating Committee to be viva voce."

Our President has appointed Ida M. Reed as Chairman of the Nominating Committee, the Board will make its selection at its meeting on the 27th, and the third member will be elected at our business meeting on Tuesday, December 1st. Be sure to attend.

GERTRUDE D. TUBBS, Secretary.

DO WE APPRECIATE HER ENOUGH?

Last Sunday the editor was a member of the party which was led by our recreation chairman, Gertrude Tubbs, on an excursion across the bridge and through Oakland and return.

Our efficient chairman had carefully planned every detail of the trip and all that was necessary for us to do was to climb into the limousine which she indicated and enjoy the trip in comfort.

Isn't it a fine thing to have among our busy members one who is so capable, so willing and so gracious in planning things for our enjoyment? It matters not how many occasions arise, either commonplace or unusual, there is always *Gurty* on the job with a plan for us to enjoy it to the utmost.

Our hat is off to this very charming person and may we never be guilty of taking her and her R. C. A. for granted, but let us show her that we do appreciate it.

CLUB NOTES

MARGERY SHAFFER

We are happy to report that Irene Bock is much improved and was able to resume her work last Monday at Wakelee's.

A few lines from Pearl Smith tell us that her work in the East is finished and after a visit in Georgia, Kansas, and Colorado, she will be back with us. This is very welcome news. Just too bad she was not home in time to take part in the San Francisco Oakland Bay Bridge celebration as Pearl is so keenly interested in all civic achievements. She says *My best to everyone.*

We regret to report that Nell Boardman's mother was taken to the U. C. Hospital on Wednesday, the 11th. At this writing, Nell reports her mother is improved and soon to return home. Our united wishes are extended to Mrs. Boardman for a speedy recovery.

E. Marie Gillette, former program chairman of the National Business and Professional Women's Club of Los Angeles called at our Club rooms during her visit in the city. We were delighted to know her.

Georgia Fitzgerald, a past president of the Honolulu Business and Professional Women's Club visited us recently. While here she enjoyed a tete-a-tete with Elizabeth Dutot, and being acquainted with Mr. Effinger was hoping while here to meet his sister, our Frances Effinger-Raymond.

Three cheers for Sunny California! This week Mabel Pinger of Gahanna, Ohio, in writing, enclosed a newspaper picture of their first snowstorm of the season. Mabel says she had to get out of her car three times on the way home from town to wipe off her windshield because *the wiper worked more and more feebly and finally just skated over the snow.* Mabel sends best wishes to her friends in the club.

Rose Bezek, having sold her home, has now moved to 2330 Filbert Street, telephone FIllmore 890. Kindly change your roster accordingly.

SMELLS

My dog and I both like to smell.

He likes old walls and logs,
Burrows where the woodfolk dwell
And trodden bits of earth that tell
Of bones and other dogs.

While I like gardens in the sun
When it is warm and still,
Earth where secret waters run
And cupboards sweet with cinnamon
And tarweed on a hill.

I like to smell clean sheets and cheese
And bay leaves in the hand,
Smoke between the autumn trees
And fog fresh with an ocean breeze
That cools the sweltered land.

I like new leather and a place
Of pines and bacon frying,
Lemons and sandalwood and mace
And trunks with fragile, ancient lace
Where lavender is lying.

Of hidden smells my dog can read
I seldom find a trace.
And yet I think a nose I need—
I should look very queer indeed
Without one on my face!

CLOTILDE GRUNSKY

WOMEN'S ACTIVITIES IN WPA

Because the relief rolls revealed that thousands of women in America are the sole support of their families, special attention has been given by the Works Progress Administration to the development of a work program for women listed as heads of families in need. So well did the Women's Division of the WPA perform its task of supplying jobs that the peak of the program more than 450,000 women were given employment. Today, nearly 400,000 men are employed on gainful work on WPA projects especially designed for them.

The women's program in the Division of Women's Professional Projects of the WPA is headed by Ellen S. Woodward, Assistant Administrator. Its origin may be traced to the activities of the Civil Works Administration in the fall of 1933. Because of the regulations regarding the expenditures of the Civil Works Administration funds, only a comparatively small number of women were put to work. Another barrier was the prejudice against a woman being considered the head of her family. However, projects were started at this time in nursing, library work, sewing, Braille, recreation, education, music, various youth movements, in all kinds of clerical work and in various other occupations to which women were adapted.

One of the early objectives of the program was that women should receive equal opportunity with men. That meant equal opportunity for work and equal pay for that work. Clinging to this ideal with determination to make it effective, those in charge were gratified to see an expansion of women's work from State after State, and eventually a director of women's work in every State with women employed in equal proportion to men. Then followed the passage of the FERA, in which women's activities were continued to develop.

Finally, when the Works Progress Administration was evolved in July, 1935, the women's program was on a firm foundation. Only a vivid and dramatic imagination can encompass what this economic and human rehabilitation has meant to hundreds of thousands of women who not only have been aided in obtaining what skills they possessed, but have been taught new ones.

Projects on which women are employed include spinning, weaving, nursing, home-making, serving appetizing luncheons to undernourished children, teaching, clerical work, clerical projects such as art, music and writing, research and museum, many projects, and many others.

There are also those activities known as leisure projects which are designed to meet educational, physical, cultural and social objectives. In addition to providing employment to persons trained in recreation, these projects help to establish a permanent program of recreation to meet the leisure needs of the community throughout the year.

So far, approximately 30,000 recreation leaders have been employed in 45 States and the number of people who have benefited from these programs runs into the millions. The leaders have planned programs to include sports, games, camping, athletic regimens, nature study, community music, amateur dramatics, marionettes and puppet shows, community festivals and socials, hobby and discussion groups and classes in handicraft.

As a result of these WPA leisure time programs, many communities have realized the importance of recreation in a public service program.

WE ALSO CELEBRATE

Thursday, November 12, saw the opening of the Bay Bridge and all of San Francisco in gala mood. The celebration in our own club rooms was, to all of the many present, an outstanding part of the festivities.

The Civic and Reception Sections joined forces to make this the profitable and enjoyable occasion that it was.

All of the ladies were requested to wear flowers by little Miss Frances Gauchauer, who chose just the right color for each from the large basket she carried.

The entertainment took on a very Scotch air with Mr. Scrimger playing the bagpipes and Lorraine Graves doing Scotch dances, both in very realistic native costumes.

Bertha J. Dale, our past president, working with the Civic Section, was instrumental in securing the speaker for the evening and very graciously presented Mr. Wm. P. Bear, sales manager of the Pacific Gas and Electric Company. His subject, *Lighting of the Bay Bridge*, was presented in a most clear and interesting manner. Mr. Bear is especially qualified to speak on this subject as he has been in the service of the P. G. & E. since 1925. He is a highly trained electrical man, having received his training at Armour Institute of Technology in Chicago. He had a very wide experience in public utilities work in the East prior to his coming to California. He has been particularly interested in lighting problems, street and industrial, and has handled the lighting on the Bay Bridge. His sparkling personality, wit, and humor made the question period following the speech lots of fun as well as informative.

By special request, Mr. Scrimger again favored us with the bagpipes.

The refreshments were as delicious as they were unusual—Scotch shortbread donated by Ann McDonald, Alice Jones, Daisy Bruhn, and Charlotte McClelland. LUCY EDWARDS.

BOOKS

When you are enjoying a good book, give a thought to the many thousands of men who are working on the sea, far from libraries and other means of recreation.

The Seaman's Church Institute of San Francisco maintains a circulating library service for these seamen on both American and foreign ships. Books are needed to replace those lost or worn out.

What books have you to spare?

Please take your gift of books to the Public Library and they will be forwarded to the Seaman's Church Institute, or to our own Cornelia Seeley, who is in charge of the San Francisco branch and will be glad to hear from you.

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AMBASSADOR OF LETTERS?

Has a new function been discovered for that three-centuries-old British institution, the poet laureate? Dr. John Masefield, present holder of the office, has gone on a tour of Belgium, France, Germany, and the Scandinavian countries, during which he is to deliver to university and other audiences a series of lectures on *English Poetry*.

Time was when the poet laureate, on the occasion of a battle or a royal marriage or other state occasion, would hymn the event with obedient muse. Thus did he justify the eminence of his position. In such circumstances a few — a very few — notable poems have been written, of which the chief, perhaps, is Tennyson's ode to Wellington. But in general the products of compulsory inspiration were sufficiently unsatisfactory to cause a feeling of relief when the late Robert Bridges, on becoming laureate, declined to be responsible for turning out topical verses.

Yet this decision, admirable as it was, left the laureateship a mere sinecure, and institutions which render no active service have a way of quickly becoming obsolete. It would be regrettable if this course should overtake so renowned an office as that filled by such famous poets as Wordsworth, Tennyson, and Bridges. For this reason it will be interesting to note what success attends Dr. Masefield's tour. England is now paying keen attention to making her heritage of culture known abroad. What better ambassador could be discovered in the cause of cultural understanding than the official poet laureate? Dr. Masefield may be the founder of a new tradition for an ancient office.

Christian Science Monitor.

PERSONALITY

Business women, it seems, often give business men a pain because of their *strident voices* and their *hard faces*. The authority for this harsh remark about women is Alice Rice Cook, a former college professor turned personality expert.

What Miss Rice has to say about sex appeal and the lack of sex appeal seems to be a lot sounder than anything a girl can learn from advertisements or the movies.

She has talked to a good many employers and she deposes and says that men do not like to have around the office a woman with a *brisk business manner* and a slight edge of hostility any more than they want to be bothered with girls who are hellbent on flirtations.

One woman who consulted Miss Cook because she was jittery about her job and feared her employer disliked her boasted that she had one good point. That was that *she had never dragged sex appeal into the office*. It turned out that she had gone to the opposite extreme in her great desire to appear efficient and important and had become a perfect frigidaire, never defrosting from 9 to 5. Then she wondered why her employer and her co-workers seemed to have it *in for her*!

Women in business need to be more human, as they've been told before. According to Miss Rice, if you are completely yourself, if you go half way to meet other people, you will develop a little of that mysterious thing, sex appeal, which she considers necessary to all human relationships.

All successful men and women, she wisely says, probably use sex appeal, "for who can draw the line between masculine or feminine charm, personality, vitality and warmth, and sex appeal?"

Certainly, sex appeal is closer to flame than it is to alabaster. It is like a ray that emanates from the

sender and touches, if only momentarily, the life and imagination of another person. Men and women who send out these rays do not necessarily have warm interest in other people, as Miss Rice sees to assume. They may be thoroughly selfish and they are, I suspect, always aware of the people around them.

That is the reason why French women have higher per capita average of sex appeal than American women. They make it a rule to be attractive not only in their clothes but in their manners, and I have noticed that in business they do not sacrifice charm to efficiency or vice versa.

Perhaps business women in this country need little more vanity, not only about the job they are doing but about the impressions they leave on their men colleagues. Even if it were necessary to cultivate a *strident voice* and to wear a *hard mask* of face, I question whether the biggest job would be worth the price, since the end of life is to live harmoniously. But the fact is that a bristling briskeness never boosted any woman's stock with her men colleagues. There's no harm in liking men, even when you work with them.

DOROTHY DUNBAR BROMLEY in *S. F. News*

EDITOR'S NOTE: This interesting subject is discussed at length in November *Independent Woman*

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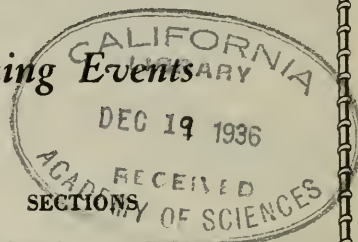
NOVEMBER 28, 1936

No. 47

Weekly Program



Coming Events



Dec. 1—Dinner, 6:15 P. M.

Western Women's Building.
Business Meeting.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dec. 3—Thursday Open House, 8:00 P. M.

Hostesses

Lucille C. Caesar, Chairman

Edith B. Lovell

Esther Miller Bowles

Ingeborg Fern

Susie Hicks

Mary Wilkening

Josephine Clark

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Please make dinner reservations early at Club Rooms, Prospect 8347

N. R. A.

Bridges again: Sunday next, November 29, we take stock of the Golden Gate Bridge. Assemble at the termini of Municipal Lines D and E, in the Presidio, at 11:15; into a bus, right out through the residio to the very base of the bridge; we'll wander around until content; returning, we will jaunt along the Marina anticipating our usual chummy chats. Price: 10c carfare, 10c bus fare, plus your appetite.

Again I make mention of our next Theatre Party, Monday, December 14, at the Geary: *Boy Meets Girl*.
GERTRUDE D. TUBBS.

SYMPHONY

Are you going to the Symphony Silver Jubilee season? If you are, you may kill two birds with one

stone by purchasing your season book from the club.

Books are ten dollars each and the coupons may be exchanged for tickets for any of the concerts. You may use them all for one concert or one for each concert of the season.

We receive a rebate of one dollar for the club for every book we sell. Also, there are four prizes of \$5, \$10, \$25, and \$50 for the four clubs selling the largest number of books. Come on, let's get the fifty dollars.

The first concert will be on January 9 and the season ends with the Saturday night concert on April 24.

Outstanding soloists will be featured at all concerts.

BAY DISTRICT

Second Quarterly Conference

Will convene in San Jose DECEMBER 5 AND 6

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One session in the new San Jose Auditorium

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2 persons in room and 3 meals, per person..... 4.00

Single Meals:

Saturday dinner..... 1.00

Sunday breakfast..... .65

Sunday luncheon..... .75

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NOV 27 1936 Make reservations with Mrs. Burlingame

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Reception.....Minnie E. Korn
PublicityGrayce Dempsey

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Intermediate legal stenographer (open to men and women). Salary, \$110 per month. Age limits, 21 to 35 years. Date of examination, December 12, 1936.

Senior legal stenographer (open to men and women). Salary, \$140 per month. Age limits, 21 to 40 years. Date of examination, December 12, 1936.

Teletypewriter operator and stenographer (open to men and women). Salary, \$110 per month. Age limits, 21 to 45 years. Date of examination, December 19, 1936.

THE EIGHT "DO MORES"

These eight are reproduced from *Random Thoughts of a Man at Fifty*, by John Harsen Rhoades:

1. Do more than exist, live.
2. Do more than touch, feel.
3. Do more than look, observe.
4. Do more than read, absorb.
5. Do more than hear, listen.
6. Do more than listen, understand.
7. Do more than think, ponder.
8. Do more than talk, say something.

CLUB NOTES

MARGERY SHAFFER

A delightful itinerary, combined with pleasure and business, has been arranged for Helen Benio. The left for Pasadena the night of the 18th and expects to be gone several weeks. She hopes to visit our sister clubs whenever possible, which is a fine thing to do because after all it is this spirit of friendliness that brings about a closer co-operation.

It was a pleasure to have Jane Fry of Stockton who is our State Corresponding Secretary, with us at our last program dinner. The following day Jane was the guest of honor at a delightful luncheon given by Charlotte McClelland.

Kindly change your roster as follows: Susie Hick office address, 110 Sutter Street, telephone SUT 6870; residence address, 1047 Bush Street, telephone PROspect 3341.

We are happy to welcome Harriet R. McDonald and from now on hope to see her at the club often. Harriet has been living in San Anselmo for some time but is back in San Francisco permanently. Her presence at our last dinner was a real pleasure.

We have been reading about the terrific storm around the Irish coast. Mrs. Dixon, mother of Margery Shaffer, has just arrived in Mobile, Alabama, from England and says "for days the temperature has been 79° to 98°, and with the exception of one night around the north of Ireland, the ocean has been like a mill-pond. We seemed to drift along and this was especially lovely during the night. We be seeing you all soon."

The beautiful red berries at our last meeting and now adorning the club rooms were sent to us by Theodora Purington of the Auburn Club, to decorate for our twentieth Birthday Party. Our thanks are extended for her thoughtfulness. We all enjoyed knowing her and hope whenever she is in the city she will again accept our hospitality.

There are not so many of the members who boast of being members under each and every president since the organizing of our club. Nell Palmer although not a charter member, came into the group a few weeks after Lillian McNeill Palmer, our first president and founder of the San Francisco B. & P. W. Club, was installed. It was good to see Nell at our birthday dinner and we hope to see her many more.

In her last letter, Pearl Smith sent us a small map depicting *A New Yorker's Idea of the United States*. His picture presented New York with beautiful bridges, the latest in automobiles, huge skyscrapers, etc., while the West was still in the Covered Wagon era. He had Lakes Louise, Champlain Superior, Ontario and the Great Salt Lake comprising the Great Lakes Chain of the Middle West. He had San Francisco, Hollywood, and Reno shown as States. All in all, it was a clever map from the viewpoint of a New Yorker, but not so good for the rest of us.

CIVIC SECTION

The next meeting of the Civic Section will be held on Monday, December 7, 1936. Watch THE BUSINESS WOMAN for details of a very interesting program.

EDNAH M. BUTLER, Chairman.

What do we live for if not to make the world less difficult for each other? GEORGE ELIOT.

WE CELEBRATE OUR BIRTHDAY

When wit and wisdom unite to furnish entertainment and enlightenment you may rest assured that the result will be another treasure for memory's shelves. And this, our twentieth birthday celebration, will rank among the most precious; those sent ones have been deprived of a rare treat.

If we could but follow the fine advice and suggestions, as reported herein, of our twenty past residents in their one-minute speeches (except our loved Honorary President, who informed us she never did anything in one minute—not even buy a loaf of bread), as well as our brilliant guest speaker, there would no longer be room at the TOP for successful business women—we would all be SUCCESSSES!

In any event, it seems our carefree youth is gone forever, and, whether we like it or not, we must emulate some plan of SOLIDARITY, and go on together, accomplishing things as we have in the past, fighting for the rights of women in business; must exercise care in our personal appearance, be tact and courage; and we really should formulate an Advisory Bureau of Past Presidents to help and encourage the novice. Otherwise, what use Past Presidents? Then there's that HOBBY HORSE, to be ridden with care and ride hard if you wish life to be relieved of boredom; if we are too small to do BIG things, we must learn to do small things in a BIG WAY; if we don't wish to spend our money on doctor bills, we had better take that annual vacation—we must keep FIT; we have something to do and must have something worth while to offer; we must FIND THE JOY OF CREATING IN EVERY TASK. In the order of things, the FIRST one last, which brought us to our beloved founder and first president, Lillian Palmer, who believes one of we seem most to lack is DARING; while we are saying a thing can't be done somebody else is doing about doing it. Above all, she cautions us to keep a chuckle in our souls — EVERY DAY IS A GREAT ADVENTURE.

Our guest speaker, Mrs. William Bayless, who is substituted for Mrs. Ganyard, is a member of the board of directors of the San Francisco Center, and is deeply interested in welfare work. Mrs. Bayless just recently returned from a year in England and on the continent, where she spent considerable time investigating the conditions and legislation under which all women work. She had unusual opportunities to discuss the problems of business and professional women with outstanding feminine leaders, such as Miss Lloyd-George, Eleanor Wilson, the daughter of John Strachey, Margaret Bonfield, Dr. Janet Campbell, and others, and we were entranced by her stimulating picture of the present development of women in this country as well as abroad, the fruits of which are not so pleasant to contemplate and cause us to ask whether we are really FEMINISTS at heart?

It seems the women under the dictatorships of many and Italy have suffered most and lost all rights for which they struggled for years—there is FREEDOM in a Fascist country except the freedom of arms; women are not even permitted to congregate for the purpose of discussing their problems; they, it seems, have been forced back to the breeding and breeding of the dark ages. In France the picture is not so tragic; the French men can take care of themselves; they are France; they know what they want and, through diplomacy and cunning, rather than frankness or force, they get it and bring it home. The women of

Russia, while they have EQUAL RIGHTS, do most of the menial work and things which men do not care to do. The BIG things are in the hands of men.

Heeding the one word of advice brought to us from our beloved past president, Margaret Mary Morgan—DON'T let's fail in accepting our rights as mature individuals to our community, our state, our nation, in fact, the world as a whole. We should exercise DARING and take chances in fighting for definite objectives—as Mrs. Bayless concluded—why not become ACTIVELY UNITED in our WILL for peace—what could be a higher goal—A WORLD AT PEACE? B. W.

UNCONSTITUTIONAL?

The familiar cry of "Unconstitutional!" was raised today against the initiative ordinance which would prohibit billboards near the San Francisco Bay Bridge approach.

In an opinion written for a property owner on Fifth Street, a law firm termed the ordinance "unconstitutional and unenforceable."

But City Attorney John J. O'Toole was undismayed.

"It's a well-written opinion, but we'll uphold the measure's constitutionality," he predicted.

Leaders of the anti-billboard campaign were equally undisturbed, describing the unconstitutional charge as old stuff.—San Francisco News.

By the time you have devised a test that discriminates your laziness from actual fatigue, you are well on your way to being a mental hygienist. If driving into hard work dispels your indifference, you were lazy; if it continues to irk you, lie down; you're really tired.

WILLIAM MCANDREW.

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GOOD NEWS

More than 1000 delegates to the statewide meeting of the California State Chamber of Commerce returned home with the good news that California's treasury will be out of the red in the next year, that farm incomes will be boosted 15 per cent over last year, building expansion is treading hard on the heels of 1929's record figures, and that store sales were 113 per cent of those for 1935.

The good news, and more of the same, was made 1929's record figures, and that store sales were 113 public at final sessions of the chamber's board of directors, in reports from seven sections meeting on industrial, agricultural and state problems.

Recommendations by sections studying problems included:

State taxes be held in the future to present standards.

Greater care and study be directed on the problem of forest fire control and conservation.

That relief be turned over from the state to local bodies in cities and counties.

That American business and the traveling public use American ships to aid the Merchant Marine.

That the State Department assist exporters by concluding reciprocal trade agreements.—*San Francisco News.*

MME. SCHUMANN-HEINK'S DEFINITION OF HOME

"A roof to keep out the rain. Four walls to keep out the wind. Floors to keep out the cold. Yes, but home is more than that. It is the laugh of a baby, the song of a mother, the strength of a father. Warmth of loving hearts, light from happy eyes, kindness, loyalty, comradeship. Home is first school and first church for young ones, where they learn what is right, what is good and what is kind. Where they go for comfort when they are hurt or sick. Where joy is shared and sorrow eased. Where fathers and mothers are respected and loved. Where children are wanted. Where the simplest food is good enough for kings because it is earned. Where money is not so important as loving kindness. Where even the teakettle sings from happiness. That is home. God bless it!"—*Courtesy The Hoover Co.*

TIMELY

Despite the fact that a bewildering mass of problems, demands and situations perplex every nation the world around, there is one super question that transcends them all: *What shall be done about war?* War precipitated every catastrophe from which the nations suffer today and preparation and fear of new wars have added to the misery. War is the supreme plague which must and shall be abolished.

We, the members of the Conference on the Cause and Cure of War, have set our feet upon the right road; let us march on. Let us neither hesitate nor pause, for the world cannot wait. The goal can and will be reached.

CARRIE CHAPMAN CATT, Honorary Chairman.

There is but one straight road to success and that is merit. The man who is successful is the man who is useful. Capacity never lacks opportunity. It cannot remain undiscovered, because it is sought by too many anxious to use it.

BOURKE COCHRAN.

CAUSE AND CURE OF WAR

The National Federation of Business and Professional Women's Clubs joins with ten other national women's groups in a conference on the Cause and Cure of War, which meets annually to co-ordinate and make more effective the work of women for peace.

The Conference will meet this year in Chicago at the Palmer House from January 26 through 29.

Many women who have heretofore been unable to go to Washington will have the privilege of participating in the consideration of the national and international problems that disturb and menace the world today. Those who have attended the conference in the past will be heartened by the added information about what has been done to promote international understanding during the past year.

When today the fear of war and revolution is hovering over Europe, when nations are staggering under the burden of mounting armaments, it is more urgent than ever that we meet together to consider ways and means of doing our share in creating a world community based on law and order.

The Federation is entitled to one hundred delegates and for the sake of a strong program with our own group it is most important that we have full delegation from all parts of the country.

Our club and our state are asked to do their most to the end that the delegation may be complete. Full information and credentials will be furnished to those desiring to go, and may there be several from our number.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 13

DECEMBER 5, 1936

No. 48

Weekly Program



Coming Events

SECTIONS

Dec. 7—Civic Section, 7:30 P. M.
Speaker on Social Security Act.

Dec. 8—Dancing Section, 6:30 P. M.

Dec. 8—Dramatic Section, 7:30 P. M.

Dec. 10—Thursday Open House, 8:00 P. M.

Hostesses

Anna G. Reidy, Chairman	
Irene M. Sheehan	Esther Wilson
Jean E. Kerrison	Agnes de Puy
Bertha M. Pierce	Julia Baumgartner

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

CIVIC SECTION

On Monday evening, December 7, 1936, at 7:30, we shall have with us as our guest speaker Mr. Wesley O. Ash, executive assistant of the Social Security Board, office of the Regional Director in San Francisco, whose subject will be *The Social Security Act*.

In the new age in which we are now living, we shall have much legislation in furtherance of social justice. We want to understand that legislation. Whether she is an employer or an employee, every member of our club is vitally interested in social security and in the provisions of this act.

Read everything you can find on the subject, and then come to the meeting with your questions and participate in the discussion.

This is an opportunity for us to obtain authoritative information on the plans that are being made for our future.

Come and bring your friends.

EDNAH M. BUTLER, Chairman.

YOUR CHRISTMAS GREETING

You will not be solicited personally for Christmas greetings for THE BUSINESS WOMAN, but we shall be glad to receive and publish yours. Please mail them to the editor's home address, 2299 Sacramento Street, to reach there no later than December 12.

CHORAL SECTION

A meeting of members of the Choral and all those interested in music will be held Thursday, December 10, at 7 P. M., in the club rooms. Important business will be discussed so please make an effort to be present.

R. C. A.

R. C. A.—Not N. R. A. as dubbed last issue! We stand for Recreation—Come Along!

Sunday last how we gazed "and still the wonder grew" that a bridge so mighty and fantastic could be a creation of man. Standing at the base on the San Francisco side, gazing at the vast machinery, the immense expanse over this turbulent body of water seems a fancy of the imagination. Already we anticipate our walk across next May!

Sauntering around the shores of that duck-bedecked lake at the Palace of Fine Arts; the color, the beauty of it all—have you ever basked in this region of tranquillity?

Jaunting along the Marina, so much to see, so much to chit-chat over. Un-laxing at the German House, completed the day.

Shall we again, ere 1936 bids adieu, take on another ramble? Sez me—Ay—ay! December 13th.

Monday—December 14—That *Boy Meets Girl* at the Geary—55c.

GERTRUDE D. TUBBS, Recreation Chairman.

FESTIVAL

The Outdoor Christmas Tree Association will hold a festival and luncheon on December 9 at 12 o'clock in the Palm Court of the Palace Hotel, to which all our members are invited. Tickets are \$1.00 and reservations must be made with Mrs. Burlingame by December 5.

CHRISTMAS PARTY

Our annual Christmas Party will be held on Thursday evening, December 17, in the club rooms. Plan now to attend this interesting and enjoyable event. Dr. Margery Ethelle Shaffer and her committee will be our gracious hostesses on this occasion.

DEC - 7 1936

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor Nancy Foster
2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... D. Roach Withers

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First Vice-President..... Amanda T. Heuermann
Second Vice-President..... Hazel J. Oppenheimer
Recording Secretary..... Gertrude D. Tubbs
Treasurer..... Rose A. Bezek
Auditor..... Reta W. Marshall
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Dramatic Elsie P. Fear
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Transportation..... Nan G. Lawrence
Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

NO CHRISTMAS SHOPPING FOR BARBARA

Barbara Green is in St. Francis Hospital nursing a fractured hip. She says she is not sick and is perfectly able to have callers and she hopes all her friends will find their way to her bedside while she is there.

OLD FRIEND IN NEW GARB

Mary Eleanor's Tea Room has been sold, the new owners taking possession December 1. It will not seem quite the same not to see Mary Barnes about while her patrons enjoy the delicious home-cooked meals. However, the new owners ask continued patronage. It seems quite apropos at this time to thank Mary Eleanor for the many courtesies tendered our group and last Friday night a number of our B. & P. W. members reserved tables for dinner to show our deep appreciation.

CLUB NOTES

MARGERY SHAFFER

They say Marin County at this time of year simply beautiful during the daytime, but br-r-r, tl nights call for the old red flannels. Ask Jean Kerison, as she spent Thanksgiving holidays over there. As usual, Ida J. Lord spent Thanksgiving holidays with relatives at Gilroy and had a very de lightful visit.

Mary Slattery, president of the Women's Traffic Club, is recovering from an appendix operation. We send our best wishes for a continued speedy recovery.

Minnie Korn was called out of town on account of the illness of her mother. She had planned a vacation at this time and we hope her mother will be much better that it will be a real vacation after all. Another popular member to spend Thanksgiving holidays out of town was Ethel Johnstone. She visited for a few days in Los Angeles.

Belle Simmons is visiting friends in Pomona, having left in time to spend Thanksgiving Day with them.

Dr. Susan Hamilton and her husband spent the last week-end holidays with relatives and friends in Ukiah.

Another member to spend the holidays in the Valley was Minnie Dumas. Fresno was her selection.

The Pan-American League held a friendship dinner December 1 at the Western Women's Club. At this celebration Lee Seares was music chairman while hostesses at the various tables included our own Judge Theresa Meikle and Naomi Hammond.

How many of you heard the discussion of the Girl Scout program over KYA last Friday? Our Dr. Frieda Kruse, who is counselor of Troop Nine, interviewed two young members of the Chinese Troop. It was most interesting to listen to the various angles of this organization.

The national legal sorority, Iota Tau Tau, held its semi-annual western conference in San Francisco during November. Among those present were Rose Fannechi, Anne McDonald, and Ednah Butler.

The Outdoor Christmas Tree Association is busy with its plans for the beautification of San Francisco during the Christmas holidays. A number of our members are keenly interested in the success of this project. They are Hulda McGinn, Letitia Farber, Helen Doble, Dr. Frieda Kruse, Mrs. J. H. Meikle, and many others.

Miss Vetura Dndfield has sold her interest in the DuClay Beauty Salon, and has taken a position in the White House Beauty Salon, starting December 1. She will be glad to welcome her friends at her new location.

BORROW A MOTHER FOR DECEMBER

The December 15 program party is to be Mothers' Night. Those who have mothers are requested to bring them and those who have not and who would like to invite some older woman from among the lonely ones of the city to share our Christmas celebration are asked to sign up with Mrs. Burlingame. You furnish the expense of the dinner—we'll furnish you with the guest. Members with automobile are also asked to offer them for the conveyance of our guests to and from the dinner that evening. Program? A good one, with home talent. A magician, a quartet, moving pictures, and our own Mrs. Hackett in a reading of Van Dyke's *Other Woman*.

THE BRIDGE YOU'LL NEVER CROSS

It's what you think that makes the world
Seem sad or gay to you;
Your mind may color all things gray
Or make them radiant hue.
Be glad today, be true and wise,
Distinguish gold from dross,
Waste neither time nor thought about
The bridge you'll never cross.

There's useful work for you to do,
For hand and brain and heart;
There's urgent human service, too,
In which to take your part.
Make every opportunity
A worth-while gain, not loss.
The best is yours, so do not fear
The bridge you'll never cross.

If life seems drab and difficult,
Just face it with a will,
You do not have to work alone
Since God is with you still.
Press on with courage toward the goal,
With truth your shield emboss,
Be strong, look up, and just ignore
The bridge you'll never cross.

MRS. H. GRAYSON FOARD, in *Family Circle*.

BUSINESS IS GOOD

Americans will spend \$4,000,000,000 this Christmas season on gifts, apparel, jewelry and food, according to predictions of leading retail agencies.

The total may exceed that figure to top the outpouring of funds spent in 1929 the record year. The impetus comes from bigger pay rolls, bonuses, extra and special dividends, and Christmas Club funds.

The latter alone total \$355,000,000. Wage increases, bonuses and dividends amount to around a million dollars for the season.

The National Retail Dry Goods Association estimated that almost 600,000 additional workers would be hired by stores for the Christmas rush, together with the regular 4,000,000 employees.

Merchants estimated that the number of extra workers who will be required to handle the holiday crowds will be the largest for any year since 1929 and in some fields the total will even exceed 1929.

Additional thousands of persons in affiliated industries will benefit indirectly from the largest spending spree since the depression.

Authorities predicted that holiday trade this season will show a 15 to 20 per cent gain over 1935, and that its effects will carry well over into next year, making a bright start for a prosperous 1937.—*S. F. Chronicle*.

THE WORLD

'The world is wet,' said the little frog;
'What isn't water is mostly bog.'
'Oh, not at all!' said the little fly;
'It's full of spiders and very dry!'
'The world is dark,' said the moth polite,
'With ruddy windows and bows of light.'
'My poor young friend, you have much to learn:
'The world is green,' said the swaying fern.
'O, listen to me,' said the little lark;
'It's wet and dry, and it's green and dark.
'To think that's all would be very wrong;
'It's arched with blue, and it's filled with song.'
Exchange.

NEW MEMBERS

The following have signed up for membership during the month:

Chambers, Dr. Eleanor
Medical Doctor
Res. 640 Sutter St.—ORDway 0600
Bus. 450 Sutter St.—SUTter 5112

Roth, Mrs. Jeanette
Designer
Res. 562 Sutter St.—GARfield 3818
Bus., Same

Schmidt, Mrs. Antoinette
Res. 863 Arguello Blvd.—SKYline 4678
Bus. 1130 Howard St.—MARKet 5630
Office Manager, Anthony Bros.
Submitted.

LYDIA JOHNSON, Chairman.

THANKSGIVING ECHOES

There are the ties of consanguinity to insure the pleasures of the holiday season; and, the bonds of prosperous friendship to secure enjoyment at the festive board; lastly, the kindness of fraternalism to procure for the alone-ones the warmth of hospitality. Betty Walton and Hazel Dominick, representatives of the latter, within the cheeriness of their apartment, brought forth the good old *burd*, gave him a parade and then distributed to seven club members an evening of content to the inner and outer woman, for which they all sincerely acclaimed THANKSGIVING. GURTY.

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ARE YOU UP OR BEHIND?

The practice of medicine is undergoing at the present time almost a revolution, caused largely by wider experience and closer observation. Far less dependence is placed today upon medicines than upon hygienic measures and proper diet. The best physicians everywhere are realizing that an ounce of prevention is worth a pound of cure. Instead of treating diseases, they are bending their efforts to prevent them.

The old notion that children must have measles, whooping cough, even diphtheria and other diseases, has been proven foolish and entirely contrary to modern science.

We know now that a person should not be sick at all, and we know that if we would live right, eat right, work under healthful conditions and sleep in pure air, there is absolutely no reason, barring accidents, why we should not be well and happy every day of our lives.

This is the gospel of health today—a gospel that will take time to spread, but when once known will add immensely to the happiness of the nation. At the rate this new health movement is spreading the time is fast approaching when people who do not have an intelligent idea of their body functions will be considered very illiterate.—*Exchange.*

GAY NINETIES COME BACK,
ON BICYCLES

More than one million bicycle tires were built by United States Rubber Products, Inc., in the first eight months of this year, it was recently announced by John D. Ferris, district manager for U. S.

This is the first year since the bicycle passed its peak of popularity in the Gay Nineties that the production of "U. S.," the principal manufacturer of bicycle tires, has reached the million mark. The current figures bring the company's all time total production to 65,000,000 bicycle tires.

"By the end of June, I am informed that our output had equaled our total for last year, and we are now running at a rate of 127 per cent over 1935. This will be both our biggest unit and dollar year since the good old days when we turned out as high as four million tires in a year," said Ferris.

"I think there is a good possibility that production may again reach the 4,000,000 mark, provided that people can find places to ride in safety. Already many towns and cities have set aside and built bicycle paths, and I believe this move will continue to spread."—*S. F. Chronicle.*

We hear a lot in these days about efficiency experts, but we want to put in a plea for the greatest of them all.

We sometimes wonder if the average man appreciates the woman who runs his home three hundred and sixty-five days in the year and twenty-four hours in the day. Talk about efficiency! Meals on time—five cents stretched to a quarter—clothes made over and handed down—children off to school on time. It doesn't matter if she is sick, or her rest is disturbed by the children day in and day out, seven days a week, the business of homemaking must go on without a break.

She may not be a silent partner, but efficiency—thy name is Mother!—*Exchange.*

BE WIDE AWAKE

'Tis the voice of a sluggard; I heard him complain—
"You have waked me too soon; I must slumber again";

As the door on its hinges, so he in his bed,
Turns his sides, and his shoulders, and his heavy head.

"A little more sleep, and a little more slumber"—
Thus he wastes half his days, and his hours without number;

And when he gets up, he sits folding his hands,
Or walks about saunt'ring, or trifling he stands.

Said I then to my heart:

"Here's a lesson for me;

That man's but a picture of what I might be;

But thanks to my friends for their care in my breeding,

Who taught me betimes, to love working and reading."

ISAAC WATTS.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

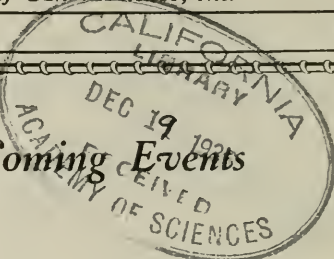
DECEMBER 12, 1936

No. 49

Weekly Program



Coming Events



Dec. 14—Book Section, 7:45 P. M.

Dec. 15—Dinner, 6:15 P. M.

Western Women's Building.
Mother and Daughter Banquet.

Dec. 17—Thursday Open House, 8:00 P. M.

Annual Christmas Party.

Hostesses

Dr. Margery Ethelle Shaffer, Chairman	
Alice M. Jones	Nettie B. Smith
Lucy Thompson	Alice Kennedy
Anne B. Joseph	Hazel Mangels

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Please make dinner reservations early at Club Rooms, Prospect 8347

CHRISTMAS MYSTERIES

Mystery! Magic! Oriental Color!
Christmas Spirit!

The famous Indian illusionist, Ben Aten, whom we are able to present through the courtesy of Mr. Edwin Kennedy, will mystify you with all the enchantments of Oriental magic.

Our own member, Mrs. Eva Smith Hackett, will give a reading in costume of Henry Van Dyke's charming story of *The Other Wise Man*.

Mrs. M. E. Blanchard will delight us with a group of old-fashioned songs. Our own Choral, under the direction of Phoebe Wramp, will render Christmas carols.

As you know, some sixteen of the individual members are having a group of old ladies from the Laguna Honda Home and some others as their guests on this occasion in the role of "borrowed mothers." Those who are able to have their own mothers with them are asked to bring them along to help us entertain our visitors. Please make reservations early with Mrs. Burlingame.

S. O. S.

No. 1—On Sunday morning, the 13th, at eleven o'clock, will all those who can, come to the Club Rooms to help trim the Christmas Tree and decorate! If you can only spare an hour we will be glad to see you and have your assistance. Thank you!

No. 2—Please get out your white elephants, wrap them in *Christmas-sie* style and bring them to the Club Rooms in time to pack Santa's sack. Time is short, the 17th will soon be here, so hurry along.

MINNIE KORN

MARGERY SHAFFER

CHRISTMAS WELFARE

It has for many years been the practice of this club to do a more or less extensive Christmas welfare work. Changing conditions, however, have put this work more and more in the hands of organized agencies. The members of the Christmas Committee have therefore recommended that at least for the time being, we confine our efforts to those members of our own organization who have been swept downward in the depression of recent years.

Each year we find two, three or four members of our own group who are possibly only temporarily in this less fortunate class and it is in the interests of these members that we make our appeal this year. Charity, they say, begins at home, so let's see that our own members are not being passed by while we take care of strangers.

Under the circumstances, I gain appeal to your Christmas Spirit and urge the members to contribute to this worthy work. We never know when we may, through no fault of our own, be one of the less prosperous and would welcome a bit of cheer, at Christmas or otherwise.

Your donations either direct to the undersigned or to Mrs. Burlingame will be welcome.

MAE BARR LONG, Chairman, Christmas Welfare Committee, 311 Moncada Way, S. F.

OPEN HOUSE CHRISTMAS PARTY

Our annual Christmas Party will be held in the Club Rooms, Thursday evening, December 17. Come one and all to see what Santa and his team have brought for you. There will be entertainment galore, but not enough to keep you up too late. We shall be looking for you to come and help us celebrate, and bring your friends.

DEC 11 1936

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Nancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

OFFICERS

President.....Marion Morris
First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall
Honorary President, Lillian Palmer

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Edith C. Floyd Enaid C. Jones

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House.....Florence Calderwood
Membership.....Lydia Johnson
Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grayce Dempsey

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Zella R. Kimball
Choral.....Phoebe A. Wramp
Civic.....Ednah M. Butler
Dinner Hostess.....Jean E. Kerrison
Dramatic.....Elsie P. Fear
Education.....Clotilde Grunsky
Finance.....Amanda T. Heuermann
Health.....Dr. Frieda Kruse
International Relations.....Polly R. Hatch
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Remembering.....Sylvia Kempton
Research.....Phyllis Bourne
Sunshine.....Matilda J. Schimpf
Transportation.....Nan G. Lawrence
Ways and Means.....Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions Vacant:

Institution Tailor (open to women only). Salary \$85 a month and maintenance. Age limits, 25 to 50 years. Date of examination, January 2, 1937.

Student dental interne (open to men and women). Salary, maintenance only. Age limits, 21 to 30 years. Date of examination, January 2, 1937.

Assistant clinical technician (open to men and women). Salary, \$100 a month. Age limits, 21 to 50 years. Date of examination, January 30, 1937.

R. C. A.

Let's see—whither to meander? Should it come forth cats and dogs and other little gadgets be remain ter hum. But, if it droppeth as the gent rain from heaven what is more exhilarating than singing in the rain. Gather at the end of Line 1 Fleishhacker; or, take Line L, walk a coupla block to the terminus of Line 12. If clear, we'll look over Lake Merced; if otherwise, we'll up the sea coast parading to the roar of the ocean.

Time—11:15 o'clock SHARP!

Place—Terminus of Line 12.

When—Sunday, December 13.

Theaterings

Monday, December 14th, for 55c at the Gear: *Boy Meets Girl*.

Next year—I'm an anticipatory cuss:

January 4th, at the Curran: *The Great Waltz*. An extraordinary musical treat, built around the works of Johann Strauss, the Viennese Waltz Wizard! Whoo—this should be a feast!

February: San Carlos Opera Company. We enjoy our grand opera in the best of seats at \$1.10. Selections not yet determined.

Palsies: There's always sumfin' doing in me San Francisco!

GERTRUDE D. TUBBS, Recreation Chairman.

BOOKS AND CHRISTMAS

Christmas and books! The ideas are inseparable! Who doesn't love to browse through the display the booksellers present during the holiday season? Well, we are going to have an exhibit of our own at the club rooms. The Book Section is at last able to announce that on Monday evening, December 14, the Gelber-Lilienthal Company will have a collection of the new books spread out before us in our own rooms, books to meet the demands of every type of reader and every age from six to sixty and over.

Not only that, but they are going to send with these fascinating volumes an interpreter of their contents—their own Miss Constance Spencer, who will tell us what people are reading and discussing. She is a delightful speaker and a stimulating evening is in store for you. We hope you will feel that this is one of the *musts*. Perhaps it will help you to solve some of your difficult problems, but in any event it will make you more aware of the current literature.

ZELLA R. KIMBALL, Chairman Book Section

NOMINATING COMMITTEE

IDA M. REED, Chairman

NAN G. LAWRENCE SYLVIA KEMPTON

ARTICLE IX. Section 2: "This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the chairman thereof, shall be read, at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the Bulletin Board of the Club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place."

GERTRUDE D. TUBBS, Secretary.

CLUB NOTES

MARGERY SHAFFER

We were delighted to have a visit from one of our own members who has been living in Glendale for some time. Adelaide Mason came up for a visit with her folks, returning to the southern part of the State December 2nd.

Kindly change the address of H. Persia Briggs to Hotel Cordova, 521 Post Street, telephone ORdway 21.

A rapid recovery from a recent minor operation permitted Lydia Floan to return to her office last Monday. Lydia does not get to the club as often as we would like, but we are hoping to have her at our Christmas Party.

We regret to report that the mother of Minnie and Frieda Korn is quite ill. Minnie left for her home in Oregon at once, but expects to be back here in time for the Christmas Party. In the meantime Margery Shaffer and her committee are planning for a Christmas celebration for the Open House on the 17th. Our very best wishes for a speedy recovery are extended to Mrs. Korn.

Judge Theresa Meikle has been giving a deeply interesting series of talks under the auspices of the People's Assembly of the Western Women's Club. Some of the captions were *Our Laws Today*, *Contracts*, and her final one dealt with *Marriage and Divorce*.

Rita Marshall had planned a delightful itinerary for the holidays,—a trip to Panama. However, the test is that tentative sailings are being accepted for January. It is doubtful that Rita can arrange for vacation that late, but one can never tell.

One of our members nonchalantly left town on the 10th of the month for a stay at Palm Springs. One other than Effie Gillespie. She expects to return here the 23rd, but unfortunately just too late to help trim our Christmas Tree. Never mind, we'll muster her help to untrim it and put the ornaments away. Now, how's that, Effie?

Sara Rosenberg has moved to 2536 Fillmore St., near Pacific Avenue, telephone Fillmore 4029. Please change your roster accordingly.

Lucy Edwards has taken unto herself a roommate and Helen Mielke has done likewise. These two young women are now living together at the Rockhaven Hotel, 860 Sutter Street, telephone ROspect 1522.

A delightful Christmas supper followed by an evening of Bridge is being given to the Bridge class on the 20th by Jeanette McCurdy at her home at Gough Street.

Barbara Greene is still at the St. Francis Hospital, and has her fractured hip in a cast. She would appreciate visitors to help pass the day and evening, because she says she feels perfectly all right, and after her very active life the days rather drag.

The luncheon at the Palace Hotel last Wednesday evening for the Christmas Tree and other Outdoor Lighting, was well attended. Our club reserved a table for ten, but had it been later in the day it would have been *tables* instead, because it is hard for many of our members to attend noonday affairs. Those attending from our club were Margaret Bell, Charlotte McClelland, M. Virginia James, Enaid Jones, Gertrude Tubbs, Mae Barrington, Anne Attridge, D. Roach Withers, Dr. Margery Shaffer, Isabelle Banz and Belle Simmons.

Mrs. Panter, president of the City and County Federation, asked Margaret Bell to serve on the reception committee at this occasion.

Frances Effinger Raymond, with two grandchildren, have tickets but no boat to Honolulu. Frances had planned to spend the holidays with her brother who lives in the Islands, but current issues have necessitated a delay.

YOUR CHRISTMAS GREETING

This is the last call for your Christmas Greeting. If you want in the next issue be sure to have your greetings in the editor's hands by Sunday morning, December 13. Last minute phone calls accepted until noon. WESt 5602.

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to the extreme
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Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

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ROTHSCHILD'S MAXIMS

The following maxims were hung in Baron Rothschild's bank, and he took particular delight in impressing their importance on ambitious young workers:

Attend carefully to details of your business;
Be prompt in all things;
Consider well, then decide positively;
Dare to do right, fear to do wrong;
Endure trials patiently;
Fight life's battles bravely, manfully;
Go not into the society of the vicious;
Hold integrity sacred;
Injure not another's reputation nor business;
Join hands only with the virtuous;
Keep your mind from evil thoughts;
Lie not for any consideration;
Make few acquaintances;
Never try to appear what you are not;
Observe good manners;
Pay your debts promptly;
Question not the veracity of a friend;
Respect the counsel of your parents;
Sacrifice money rather than principle;
Touch not, waste not, handle not intoxicating drinks;
Use your leisure time for improvement;
Venture not upon the threshold of wrong;
Watch carefully over your passions;
Extend to everyone a kindly salutation;
Yield not to discouragement;
Zealously labor for the right.

THE HUMAN RACE, INVENTOR

As the banquet celebrating the one-hundredth anniversary of the founding of the patent office, a list of America's *twelve greatest inventors* and their inventions was announced.

On that list are: Robert Fulton and his steam-boat; Eli Whitney, cotton gin; Samuel F. B. Morse, telegraph; Charles Goodyear, vulcanizing of rubber; Cyrus McCormick, grain reaper; Elias Howe, sewing machine; George Westinghouse, air brake; Alexander Graham Bell, telephone; Thomas A. Edison, electric light, phonograph, etc.; Ottmar Mergenthaler, linotype; Wilbur and Orville Wright, airplane, and Charles M. Hall commercial aluminum.

Imagine, if you can, what our world would be like without these inventions.

They have changed the lives, ways of living, even ways of thinking, for hundreds of millions of men and women; and to these men of invention we owe a great debt.

Curiously, in almost every case other men were working toward the solution of the problem these great inventors solved, working at the same time, and almost on the point of succeeding.

They were first, but there were others right behind and it is altogether probable that if these great men had not lived other men would have made the discoveries.

The urge to invent is in the human race, not merely in a few extraordinary individuals.—*S. F. Call-Bulletin.*

Not how much you make but to what purpose do you spend.

RUSKIN.

The Lily whispered to the Rose:
"The Tulip's fearfully stuck up.
You'd think to see the creature's pose,
She was a golden altar-cup.
There's method in her boldness, too;
She catches twice her share of dew."

The Rose into the Tulip's ear
Murmured: "The Lily is a sight;
Don't you believe she powders, dear,
To make herself so saintly white?
She takes some trouble, it is plain,
Her reputation to sustain."

Said Tulip to the Lily white:
"About the Rose—what do you think?
Her color? Should you say it's quite—
Well, quite a natural shade of pink?"
"Natural!" the Lily cried. "Good saints
Why, everybody knows she paints!"

OLIVER HERFORD

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JAN 29 1937

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 13

DECEMBER 19, 1936

No. 50

Peace and Good Will

As this holiday season comes round again, we rejoice in knowing that the Christmas spirit is truly represented this year in happiness and confidence and hope.

In our club we are working loyally together, not for ourselves alone, but that the future may bring to all the fullest opportunity for a full, rich, and happy life. And so, with the deepest sense of gratitude to you all, your president wishes for you a **Merry, Merry Christmas!**

MARION MORRIS.

THE CHRISTMAS TREE

By MARY E. WILKINS FREEMAN

My mother was a singing maid I never knew;
My father was a tall and stately pine;
Beside his majesty I slowly grew
Through God's great seasons for this fate divine.
Glory in my triumph, which has slain
My life among my comrades of the trees;
Cannot greet with them the spring again,
Tuning my leaves—the jocund glees
Of Homeward birds are not for me;
I kept their nests in vain.
He keen axe cut my roots; I felt mid spray
Of glittering snow-wreaths; and my nests were
torn
My clinging brambles as I crashed away,
Slain like a king who is by death unborn
To splendor past his reach of earthly day.
They placed me where His little ones could see;
They hung my boughs with lamps of lovely fire;
They sang for joy to symbolize proud me,
Who gave them gifts for all their year's desire.
Thrown to the flames! Who cares?—Not I!
I WAS THE CHRISTMAS TREE.

R. C. A.

Next Year:
Sunday, January 3rd, jaunting through our
olden Gate Park—starting the year with “wim
nd wigor.”
Monday, January 4th, a colossal musical show at
the Curran, “The Great Waltz.” This promises to
be an outstanding event. Colorful and beautiful,
with Viennese music from the works of Johann
Strauss. Price \$1.10 in the gallery and I am open
or reservations with money.
GERTRUDE D. TUBBS, Recreation Chairman.

CLUB NOTES

MARGERY SHAFFER

As we know, our president, Marion Morris, is now court reporter of the Superior Court under Judge Lazarus, a position which requires a tremendous amount of work and concentration. She has just finished reporting her first big and important trial, the Ludolph case, which lasted two weeks. It was a particularly difficult case to report because there was so much feeling on both sides. The sessions were long and at the close of each day a complete transcript of the day's trial had to be dictated, typed, and delivered to the attorneys. During the excitement when everybody was talking at once, it was necessary to call upon the reporter to read her notes before a ruling could be made. A number of attorney spectators complimented Marion upon her splendid piece of work, which was accomplished with the help of an assistant reporter taking turns with her.

Room 202, 417 Montgomery Street, was Mae Barr Long's office address formerly; now it is the entire second floor at the same address. Three cheers for progress!

We are happy to report that Minnie and Lydia Korn have returned from Oregon leaving their mother much improved. In fact she is now able to sit up in her big chair a few hours each day.

Fern McGrath has a new position with the Psychologic Center as Educational Director, which covers the field of office secretary, charge of the circulating library of psychologic books, and arranging classes and lectures by the staff. She has worked out her avocation until it has become her vocation. Kindly change her office address to 210 Post Street, The Psychologic Center, telephone DOnglas 4206.

We, collectively and individually, wish all of our readers and friends a most Joyful Christmas and a Prosperous and Happy 1937.

THE STAFF OF THE BUSINESS WOMAN.

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
 Subscription rate.....\$1.00 per year
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NO OPEN HOUSE

There will be no Thursday Open House on December 24 nor on December 31.

OUR MEMBER HONORED

In recognition of ten years' *able, continuous, loyal and self-effacing efforts* as executive secretary of the San Francisco Life Underwriters Association, Miss Agnes V. Bowyer, one of our own members, was presented with a parchment scroll and a personal gift by the insurance underwriters on December 7.

In addition to being executive secretary of the above organization, Miss Bowyer is Pacific Coast editor of the *National Underwriter* of Chicago and feature writer for several other Eastern and local publications. She enjoys the honor of being the only woman honorary member of the Pacific Coast Association of Fire Chiefs and the International Association of Fire Chiefs.

It is always with a thrill of pride that we read of the accomplishments of our many members who distinguish themselves in the business world.

"Light up your Christmas candles
 And in each Golden Flame
 You'll see a Wish brightly shining
 Sent you in Friendship's name."

MAE AND JACK LONG,
 MOTHER AND DAD OSGOOD

Greetings for a
 Merry Christmas
 And all good wishes for the
 New Year.
 ISABELLE E. BANZ

Merry Christmas to all my Knowell Hostesses
 and their guests, and all good thoughts for
 the New Year.

EDNA A. ROWE

The Top
 o' the Season
 to you!
 THE HOUSE OF O'BRIEN

Here's wishing each of you a
 Merry, Merry Christmas
 and a
 Happy and Prosperous New Year.
 ELLEN F. HEADY

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DR. MARGERY ETHELLE SHAFFER

and

DR. ADAH RUTH TAYLOR

wish you all a very

Merry Christmas

and a New Year of

abiding happiness.

May your Christmas be happy and its joy
 remain with you throughout the New Year.

DAISY K. PRECHTEL

Christmas Greetings
 and all good wishes
 for the New Year.
 ELSIE MONTE

Greetings to you this Christmas season with
 best wishes for your happiness always.

NETTA JONES

ANNA S. HUNT
 The Goodwin Corset Shop
 May the New Year
 Bring you and yours
 Health, happiness and
 Prosperity in abundance.

R. C. A.
 Sez: Hey there—Pals!
 'Tis Krismus!
 May Your Hours Be Jollie!

A Merry Christmas
 and
 A Happy New Year
 to all.
 JESSIE D. MCKINNEY

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Nothing can take this security from you except your own failure to put the program into operation in your own behalf, AT ONCE

Will you let me explain it to you? I will be brief

Hazel Oppenheimer

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May this be your very Merriest Christmas
and may 1937 be your happiest and most
prosperous year.

IDA ROSE GREBINAR

Just to say "Hello"
because we are friends and it is Christmas.

MANDY

May the pleasant memories of the Christmas
season remain long after the holiday is over.

HAZEL OPPENHEIMER

BRIGHT TATARIAN
Wishes her many friends of the Club a most
joyous Christmas and a New Year full of
everything nice—

Health, Wealth and Friendship.

A Merry, Merry Christmas
and a
Happy, Prosperous New Year
to all.

LOUISE STIVERS

HOLIDAY GREETINGS
FRANCES EFFINGER RAYMOND
ELIZABETH STARBUCK ADAMS
LUCIA RAYMOND STEIDEL
SHIRLEY RADKE

A personal wish to each and every one for a
Joyous Yuletide Season.

NANCY FOSTER

Dear Fellow Members:
The Christmas good wishes
This brings you today
Are really and truly sincere
And they're meant to bring
Peace and joy, the kind that will stay
Right on through a Happy New Year.

ANITA K. MAYER

Just a friendly thought of you at Christmas with
hearty wishes for your happiness throughout the
coming year.

D. ROACH WITHERS

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SPECIAL COLLECTIONS
Self
New Year

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

13

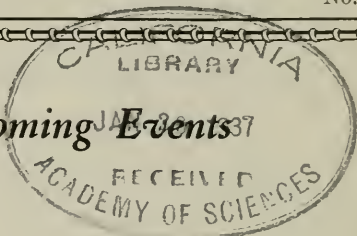
DECEMBER 26, 1936

No. 52

Weekly Program



Coming Events



Dec. 28—No Civic Section meeting.

SECTIONS

Dec. 31—Watch Night Know-ell.

See details elsewhere.

Hostesses

Minnie Korn

Gertrude D. Tubbs

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Jan. 1—HAPPY NEW YEAR TO ALL!

NEW YEAR'S EVE PARTY

MINNIE: Hostess Chairman, bubbling with hospitality.

GURTY: Recreation Chairman, energizing for a New Year's Eve.

NEW YEAR'S EVE: The night for a merger! WHEREFORE: To a Know-Well all are bidden, same to be held at the club rooms, Thursday night, December 31st, at bargain prices: fifty cents couple.

Minnie and Gurty will greet you from 8 o'clock but the jollifications will not start until 9. Wear a pretty dress, or year your office togs, but by all means wear your good humor; be comfortable and merry. There'll be punch that tiz and taint to go rounds; fun-making punchboard to create laughter; bingo will be in full command; prepare to play to win. At midnight, munching tidbits and lifting up of welcome to Baby 1937.

Fun and more fun and carefree hours: That's the idea of your chairmen! Come on along, bring your

friends, male and female, but sort-a advise us beforehand, that we may gauge our outlays. BUT—should your plans otherwise flop at the last moment, come right down and make WHOOPEE with us'n!

MINNIE KORN, Hostess Chairman,
GERTRUDE D. TUBBS, Recreation Chairman,
WALLY KNOW-WELL, Money Chairman.

OUR MEMBERS HONORED

Through the resignation of Margaret Perkins as State Publicity Chairman, our own Vivian Yarbrough has now taken over the duties of that office, and we all know what a fine job Vivian will do.

And our Ethel Johnstone has been appointed as chairman of the State Convention, which will be held in Del Monte next June. The success of the convention is already assured, having been placed in such capable hands.

We rejoice to see our members assuming these responsibilities in the larger circle.

THE SPIRIT of the NEW YEAR



WISH you joy on this New Year's day, joy of new beginnings, of high expectations, of renewed faith in things to be. May the spirit of the New Year go with you through all its days, and bring you many sweet surprises, many hopes realized, many dreams come true. If disappointments or sorrows or apparent failures come to make you sad, may you not spend God's time in mourning but go on your way rejoicing in His many blessings, counting them over and over, like the little child counting stars — always beginning but never ending.

EDWIN OSGOOD GROVER.

DEC 28 1936

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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BUSINESS WOMAN

Editor.....Nancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

OFFICERS

President.....Marion Morris
First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
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DIRECTORS

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Edith C. Floyd.....Enaid C. Jones

CHAIRMAN OF STANDING COMMITTEES

House.....Florence Calderwood
Membership.....Lydia Johnson
Program.....Clotilde Grunsky
Reception.....Minnie E. Korn
Publicity.....Grayce Dempsey

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE OF CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Pediatrician, Bureau of Child Hygiene (open to women only). Salary, \$250 a month. Age limits, 30 to 50 years. Date of examination, January 9, 1937.

Instructor in handicrafts. Salary, \$95 a month and maintenance. Age limits, 25 to 50 years. Date of examination, January 16, 1937.

Junior typist-clerk (open to men and women). Salary, \$70 a month. Age limits, 18 to 35 years. Date of examination, January 23, 1937.

Intermediate typist-clerk (open to men and women). Age limits, 21 to 35 years. Salary, \$100 a month. Date of examination, January 23, 1937.

Junior stenographer-clerk (open to men and women). Salary, \$80 a month. Age limits, 18 to 35 years. Date of examination, January 23, 1937.

Intermediate stenographer-clerk (open to men and women). Salary, \$110 a month. Age limits, 21 to 35 years. Date of examination, January 23, 1937.

About the most useless thing in the world is a good intention that has never been made to get out and hustle for a living!

CLUB NOTES

MARGERY SHAFFER

Mary Slattery, president of the Women's Traffic Club, is recuperating from a recent illness, therefore she did not feel able to conduct their annual Christmas celebration. Although she was at the dinner for a short time, Nan Lawrence presided. Following their party, many of them came down to the club rooms to help us celebrate.

Nettie Smith is spending the holidays with her niece in Los Angeles. Expects to return after the New Year providing she has seen all there is to see in that section.

In deep appreciation of her many years of untiring service, Cornelia Farrell was presented with a lovely token from her firm, a diamond wrist watch.

Netta Jones has not been at the club as much as we would like to have her. The reason is that she has literally been keeping open house since last June. These various friends and relatives have returned to their respective homes and Netta is now free to enjoy her club friends again.

A special delivery letter came from Palm Springs in time to be read by Marion at our Christmas Party. Effie Gillespie says to everyone: "Merry Christmas and greetings to all the members. This delightful climate is a haven of rest for the tired business woman. Sorry to miss the Christmas Party but am with you in spirit. I know you are having jolly time and Santa is generous to you all."

Enaid Jones with Florence, Nell, and Anne Arridge started out for our Christmas Party. In coming around Twin Peaks, Enaid swerved out of the way of an oncoming car but could not make it. However, her quick move prevented the car being struck in the center when there was the danger of broken glass, and was hit at the front end instead. It was a miracle that the car did not turn over, also that the young women did not even get a scratch, although badly shaken up. After resting their nerves they are none the worse for their experience.

Helene Maguire had a most delightful evening recently when an old pupil of hers, Despina Milonas was the recipient of an announcement party at the beautiful home of her parents on Guerrero Street. Five hundred guests partook of the various Greek dishes prepared for them. According to an old custom, the dining room was literally banked with all the fresh fruits available. All the speeches and conversations were in Greek, but this mattered not to Helene as she was thoughtfully provided with an interpreter for the evening.

A few lines from Melissa Van Doesburg send best wishes to her club friends. She is now located at the Shelton Hotel, New York City, at least for the winter, so please change your roster accordingly.

RE: CLUB HUSBANDS

The real martyrs in the Business and Professional Women's Club affairs seldom get any mention—they are the husbands of the active members of the clubs. They have to put up with a disrupted home-life and must constantly explain to the children that they really have a mother but she is out working or something for the club.

We have met many of these club husbands and they represent more than just patience and sacrifice. We pay tribute to them—they are mighty fine husbands of splendid business women and we admire them.—California Woman.

OUR CHRISTMAS FAMILY DINNER

At Christmas time when the air is filled with the scent of the pines and the firs, and all around are the hustle and bustle of the preparations for the early celebration of the King's Birthday, always do the ties of home and family pull a little tighter, always then is the urge to help those less fortunate a little stronger, and the desire grows to spread the joy and peace of the season to all around us.

Therefore, on Tuesday evening, when by the loving thoughtfulness of our program chairman, we had as guests a number of the older ladies, many of our members opened their hearts to their adopted others, and with lovely flowers and kind attentions made them welcome. Many of our girls were fortunate enough to have their own mothers with them and many brought friends of many years' standing, and over and around all was a glow of happy giving and of generous receiving. The Christmas Cheer committee made pretty gifts of gaily wrapped packages to each mother present and some golden-hearted member presented each with a box of sweets.

We had with us, from the League of Business and Professional Women of New York City, Mrs. May Mook, and this charming, thoughtful lady brought present of a beautiful basket, which was drawn for the guests of honor and won by Mrs. Mary Knell, the mother-for-the-evening of Pearl Parr.

We also had with us a guest from the Honolulu Club, the guest of Minna Brown, who has reported the splendid hospitality shown her by that Club. Our Club Choral, under the new leadership of Mrs. Williams, gave us several of the old familiar Christmas carols, without which the season would lack some of its beauty.

Garbed in the flowing robes of the Far East, Mrs. Anna Smith Hackett read the story of *The Lost Word*, by Henry Van Dyke, which lost none of its charm and beauty in her rendition.

We were reminded of the past centuries of Christmas music in the old carols sung for us in a charming manner by the Fireside Singers, who were brought in and directed by Mrs. M. E. Blanchard.

Ben Aten, student of the ancient lore of Egypt, showed us some examples of their mysterious magic, with boys playing pipes and drums, accompanied by Anna Rowe on the piano, giving us the languorous atmosphere of the East, he showed one trick after another, even demonstrated how easily—for him—tricks were performed. However, we were not apt pupils of the *quicker hand and the slower eye*, for he baffled us all.

Our chairman brought the pleasant evening to a close with a magic toast of her own, in which we all joined happily—*May all the days to come be happy and prosperous.* E. C. F.

OPPORTUNITY

Did you forget someone at Christmas, or is there a January birthday in your family? Then you, too, may help yourself by helping someone else.

A woman registered at the Guidance Bureau who has spent many years in Shanghai has for sale pieces of Chinese embroidery and hand-made lingerie of silk and brocade. She is an expert stenographer and is hoping to find work soon. She has been a reporter at the Limitation of Armaments Conference, the Peace Conference for the *Philippine Review*, and has done newspaper work for the *Japan Advertiser*. Write one number, Sausalito 726, or Guidance Bureau, Sausalito 1062.

KNOW-ELL

The six members of the Business and Professional Women's Club who traveled across the Bay to Ella Allen's Knowell party bridge luncheon on December 12 consider themselves lucky indeed to have had the good fortune to be her guests, and are enthusiastic in their praises of her hospitality and the enjoyable afternoon spent with her and her charming mother and daughter-in-law, in her lovely home in Oakland.

The long table was tastefully decorated with Christmas greens and candles, and at each place was a dainty gift in a Christmas wrapping. And such a luncheon! A real Christmas feast, with turkey and all the *firin's*, even to the last course of all, real home-made pumpkin pie with whipped cream! We lingered so long at the table and devoured so much of the delicious food that the afternoon was far spent before the bridge game began. Susie Hicks, Sara Rosenberg, and Bert Stalder were the prize winners, and the trophies presented to them were certainly well worth striving for.

As the goodbyes were said and we returned to San Francisco, we all felt that his had been one of the very nicest of the Knowell parties, and that our gracious hostess deserved a big vote of thanks.

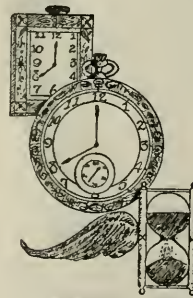
No other people has ever stood on as high a level of material well-being as ours stands; we are not threatened by foes from without. The foes from whom we should pray to be delivered are our own passions, appetites and follies, and against these there is always need that we should war.

THEODORE ROOSEVELT.

GREETING

There are only as many days in the year as you make use of.

May you find use for three hundred and sixty-five.
SUSAN HARRIS HAMILTON, D. O.



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CHTISTMAS PARTY

"God Bless Our President" read the little card accompanying a bouquet of red roses, a remembrance from the club's membership to a worthy leader on the evening of the club's Christmas party.

The president in her beautiful Christmas message reviewed the history of our own club's Christmas tree. Down through the years since the club was founded each member has contributed to the decoration of the tree, thus making it truly representative of all members. The apex represents Lillian Palmer, our first president, and there, in all her majesty, nearest heaven, she watches over us.

The Choral, with Phoebe Wramp, chairman; Pauline Williams, directing; and Tressie Miller at the piano, entertained with Christmas carols. The music was beautifully rendered.

Through the good offices of Panline Williams, we were most fortunate to have as our guest Mr. Everett Nygaard, baritone. This young artist with his selection of songs and wonderful voice brought much pleasure to everyone within the range of his voice.

Santa Long speeded in with jingling bells and loud applause. For fifteen consecutive years dear old Santa Long (not so old) has been Santa Claus to us.

For door prizes, and refreshments, yes, even including gingerbread men, we are grateful to Marion Morris, Hazel Oppenheimer, Lucy Thompson, Lorraine Graves, Edith Floyd, Margery Shaffer, Mae Barr Long, and Belle Banz.

A friendly visit with fellow members, smiles, a handclasp and a Merry Christmas, and thus ended the Christmas party of our club for another year.

MINNIE E. KORN, K. C.

LEST WE FORGET

Seven months ago, death suddenly struck a household of five, taking the 43-year-old husband and father, a result, the doctor said, of heart trouble caused by worry and strain during the days of depression.

The mother is now 37 (though she looks younger). She plays the piano and speaks four languages—but how could that knowledge be put to use in making a livelihood for herself and family? Calling day after day on many business houses brought the same response—experienced people, only, were hired.

The Guidance Bureau of the Presidents' Council found a retail store proprietor who is sympathetic with its work, and an interview was arranged for the desperate mother. Mr. Proprietor has some foreign-speaking customers, and he found a way to help himself by helping someone else.

RESULT: A job and a merry Christmas in another home.

OUR APOLOGY

Through an error the Christmas greeting of Rose O'Brien was omitted from our last week's issue. But Rose does wish all her fellow club members a most joyful holiday season and a happy and prosperous New Year.

R. C. A.

We went to fields anew last Sunday. Heretofore have turned right around Lake Merced, but the phabets crowding us out, we became leftists, via narrow trail; soon we were as amongst the bayou of Louisiana. Later, skirting the rim of Hardi Golf Links, we fancied ourselves amidst the pamp grasses of the Argentine. Tough on the hose a shoes but a great trek, ending at Nineteenth Avenue and Sloat Boulevard. A mere trolley conveyed back to the beach where we lunched at Robert's and it was GOOD! Thereafter, not being fed-up, all walked up the ocean shore to an N car, just twilight began to descend.

Thursday Night next—December 31st—see t article on New Year's Eve Party.

Sunday, January 3rd—walking through the Pa—data next issue.

Monday Night—January 4th, at the Curran, *The Great Waltz*, an outstanding musical event. Price \$1.10; money talks and if you wish to be of t party let me hear the jingle!

Grand Opera, latter February and early March, *Martha, The Jewels of the Madonna*, and *L'Oracoi* the new Chinatown opera by Leon. Price \$1.10 the orchestra, and I should like to hear from you.

GERTRUDE D. TUBBS, Recreation Chairman

IF I COULD KNOW

If I could know, when each day dies,
I had brought joy to tired eyes;

If I could know, when falls each night,
I'd helped to make some child's life bright;

If I could know, at set of sun,
The fruit of some good deed I'd done;

I'd count my life of grander mould,
Than if I'd simply gathered gold.

E. C. LITSE

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SERVING: Luncheon, 11 A. M. to 2:30 P. M.

Tea

Dinner, 5 to 7:30 P. M.

Sunday Dinner, 4 to 7:30 P. M.

Phone: EXbrook 0459

127 Grant Avenue
Third Floor

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Lucie Kears
SPECIAL COLLECTION

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1, 14

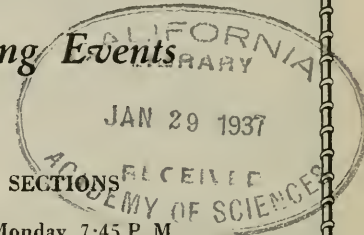
JANUARY 2, 1937

No. 1

Weekly Program



Coming Events



Jan. 4—Civic Section, 7:30 P. M.

Jan. 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

Jan. 7—Choral Section, 6:45 P. M.
We start on TIME.

Jan. 7—Thursday Open House, 8:00 P. M.
Fortune Telling, Mrs. Blockburger.

Hostesses

Hazel L. Ramon, Chairman	Lydia Floan
Anna Kneif	Lydia Johnson
Lillie Kuck	Eva A. Gregg
Effie Gillespie	

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS
Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

A CHRISTMAS KNOWELL

Love of her fellowman, generosity, and devotion the club which she served as president in Honolulu, prompted Elizabeth Dutot to entertain sixes her required six—and over—at her KnowELL party on Saturday evening, December 17. Then then, Elizabeth said limited space would not permit having present all those she wanted.

Christmas wreaths, festooned greens sparkling with colored lights, and flowers artistically arranged, her charming and luxurious quarters at the Clift Hotel, furnished a perfect background for development of that fine art—FRIENDSHIP. Great strides were made, too, judging from the musical hum of voices, peals of merry laughter, and the unconcealed joyment of a most delectable buffet supper. At a late hour we reluctantly bade our gracious hostess good night, and thus brought to a happy conclusion another of those delightful double-purpose affairs.

B. W.

MOTHERS AND DAUGHTERS

A very unique and original Know-ell party was given by Hazel and Stella Ramon when they entertained several members and their mothers with a risky dinner and an evening of much fun and hilarity.

The highlight of the evening was the showing of motion pictures by Alice Brady, who had come equipped with a most compact and complete equipment. The pictures included scenes in Zion and other national parks in technicolor as well as comedies and most interesting travel films.

Bingo and bridge were also features of the evening's entertainment and all too soon another enjoyable Know-ell passed into history.

R. C. A.

Now, then, Pals, start the year 1937 with a wow! Get out, get the air, walk the cobwebs off the chassis! Meet at the entrance of Golden Gate Park, Fulton and Tenth Avenue—No. 5 Car (McAllister)—the old stamping ground from whence we started our career of "hikes." As I said afore, if a deluge, the answer is: Stay home. But if a gentle dripping, we'll be there. Sunday, January 3rd, 1937, at the hour of 11 A. M. Out through the Park, with eats at the Chalet, about 12:30. Those not walkers, wishing to have a bite and a whiff of sea air, could join us for lunch and chatter.

Monday next, January 4th, at the Curran, *The Great Waltz*, and I am of the belief it will be WONDERFUL—the old hackneyed word. Music of Johann Strauss—what is more fascinating than those Viennese waltzes! Sort of late, but I will doubtless have some tickets left.

Grand Opera—also in the picture later!

Geary Theatre—January 11—a musical piece—*The Cocktail Bar*—"they say" it is good—but I do not know much about it. If you are interested, we'll go.

Grand Opera also on the books.

GERTRUDE D. TUBBS, Recreation Chairman.

THE HUMBLE WISE

The profoundly wise do not declaim against superficial knowledge in others, so much as the profoundly ignorant; on the contrary, they would rather assist it with their advice than overwhelm it with their contempt; for they know that there was a period when even a Bacon or a Newton were superficial, and that he who has a little knowledge is far more likely to acquire more than he who has none.

—COLTON.

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 Reception Minnie E. Korn
 Publicity Grayce Dempsey

CHAIRMAN OF COMMITTEES AND SECTIONS

Book Zella R. Kimball
 Choral..... Phoebe A. Wramp
 Civic..... Ednah M. Butler
 Dinner Hostess..... Jean E. Kerrison
 Dramatic..... Elsie P. Fear
 Education..... Clotilde Grunsky
 Finance..... Amanda T. Heuermann
 Health..... Dr. Frieda Kruse
 International Relations..... Polly R. Hatch
 Legislation..... Zella R. Kimball
 Magazine..... Zilpha Estcourt
 Public Relations..... Ednah Butler
 Radio..... Genevieve Allen
 Recreation..... Gertrude D. Tubbs
 Remembering..... Sylvia Kempton
 Research..... Phillis Bourne
 Sunshine..... Matilda J. Schimpf
 Transportation..... Nan G. Lawrence
 Ways and Means..... Hazel J. Oppenheimer

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A CHOICE

If you must sit and sigh
 And have the blues,
 Why don't you try
 To realize
 That there are sighs and sighs
 And blues and blues
 From which to choose?

There's heavenly blues and blues of tranquil seas,
 Both pleasant if you have them, pray have these;
 And when you sigh, be like the turtle-dove,
 Who knows not grief and merely sighs for love.

JOHN KENDRICK BANGS.

CLUB NOTES

By MARGERY SHAFFER

Our sympathy is extended to Anita K. Mayer
 the passing of her brother, who was buried on t
 day before Christmas. The grief of any of our me
 bers brings sadness to us all.

Shirley Radke and Elizabeth Adams were amo
 those who enjoyed a most enjoyable and unig
 Christmas celebration at the Ahwahnee Club
 Yosemite Park.

Your reporter is very happy in welcoming h
 mother home from a long sojourn in England. S
 returned on the Friday before Christmas and gla
 dened the holiday season.

Ruth Shaw enjoyed a holiday visit with relativ
 in Oregon.

Dr. Adah Ruth Taylor entertained her sister fro
 Fort Worth, Texas, during the holidays.

TEACHER ENTERTAINS

Jeannette McCurdy proved to her bridge cla
 Sunday, December 20, that she was an excellen
 hostess as well as an expert bridge teacher. We
 scended on her sixteen strong, but she met the o
 sion in her capable manner and served us a m
 excellent buffet supper, which soon disappeared. T
 center of the table was decorated by a lamp in t
 form of a house made entirely of candy, lighted
 a candle, the handiwork of Jeannette herself.
 was indeed a masterpiece.

Bridge was enjoyed for a short time, Hazel E
 mon being lucky enough to win the prize and Et
 Pyro receiving the consolation.

As an appreciation of what the hostess has do
 for her bridge class, a little remembrance wa
 presented to Jeannette. E. F.

She had seen him and she liked him; he was single
 so was she;

She grew interested in him—such a case you oft
 see.

He reciprocated promptly, and it gratified the mai
 In a thousand modest manners her delight the ma
 displayed.

He was certain that he pleased her, to the turnin
 of a hair

And was sure that e'en his failings seemed to her
 virtues rare.

But within her heart the maiden softly murmure
 day and night,

"With a little making-over he would be exact
 right."

They were wed. She made him over. He's anoth
 chap today;

But in lopping off his failings other things were e
 away.

He has lost the faults she censored, but the scars a
 plain to see,

And she'd like to have him back again just like
 used to be.

For she's learned a costly lesson: That when Go
 has made a man

He is founded, framed and finished on a pretty car
 ful plan.

And this one-time maiden murmurs in her sorro
 day and night:

"If I hadn't made him over he would be exact
 right."

STRICKLAND GILLILAN

CONTRASTS

Christmas calls forth friendships, new and old, thusly I made visit to one whom I had remembered since recollection first registered. In comfortable circumstances, average health and protected, she oozed with self-pity, with reminiscences of her days, and deplored the trend of today. I left sad and depressed.

Upon another I made call; illness had been a scourge, but health was gaining possession; here were her family, and all the accessories of the abundant life. My ears were burdened with hospital expenses, doctor bills, and complaints that the usual Christmas festivities must be dispensed with. I decided in wonder that where fortune had been so bountiful, whinings should even flutter.

Christmas morning I betook myself to the St. Francis Hospital to halt a while with Barbara Green, who lay flat upon her back, confined in a plaster cast for the day preceding Thanksgiving and to remain until some time to come. She radiated hope and gratitude for all the kind friends, the club girls, her mother—she bubbled appreciation. I wended my way heartened and rejoiced to have encountered a Christmas so peaceful.

The afternoon found me at the Children's Hospital to pass an hour with Nancy Jordan, who had been there three weeks, having undergone a major operation. Despite the fact that her savings have been swallowed, her sufferings considerable, she was full of good cheer, hopeful and anticipatory of her return to her apartment—a beautiful character, a life. When you read this she will be at home, so I wrote in and give her a 1937 word of Hello—the Christmas drag in convalescence.

I meditated upon the four whom I had greeted during the thirty-six hours; the pampered and spoiled had left me cold; the business women had melted my heart with their courage, their belief in the future, and their capacity to take it on the chin. I wrote to me: *By Jimmie, I'm proud and pleased a Business Gal. Aren't you?* GURTY.

CENTRAL STATE OFFICE ESTABLISHED

As our organization has grown in numbers certain necessary changes in policy and procedure have become themselves felt. One outstanding need has been for a central office with an executive secretary-surgeon to expedite the business of the State Federation. This need has been known for some time, the State Board had been feeling its way carefully in the matter. Steps were taken in this direction last year when a fund was allotted to pay for clerical work for the State President. Other steps were taken at Sacramento with the decision to establish a temporary head office at Bakersfield with Fred De Bolt as executive secretary-treasurer. This recommendation was accepted that a committee be appointed by Carolyn Weber to define the duties of this office and the salary to be paid. The findings of this committee will be presented to the board to be voted upon.—*California Woman*.

EDUCATION FAILS IN NOT TRAINING PEOPLE TO LOAF

The chief failure of education, apparently, is not in equipping people to earn a living. Most people, in fact, do earn their livings, and it is not certain that they would earn better ones if they had more schooling.

It is in equipping them to play and loaf, in the increasing leisure with which the shortening of work hours now fills the majority of life.

Children, according to a Northwestern University survey, start out with abundant resourcefulness and variety. At eight years old, they engage on an average in 37 activities of 28 types a week. At 16 it is 20 activities of 9 types. And in adult life the typical American dwindles to the following list of six: Radio, newspapers, movies, bridge, motoring, parties.

Not one of these is a sport, in which the participant personally engages with his own muscle and skill. Not one of them is an art or craft, in which he personally produces anything. Not one of them is a public activity, in which he contributes anything to the community life. Not one of them includes books or study or the active learning of anything. Even the passive receptivity, of newspapers and radios, goes no further than the daily happenings, and in many cases it stops at the *funnies*, the dog races and jazz. Not one of them exercises the brain, unless it is bridge, and that uses it to no practical end. And the *parties*, which are the only social diversion, rarely include conversation.

If the average person of forty was as much inferior to what he had been at ten, in knowledge and work as he is in resourcefulness for leisure, this would be an imbecile world.

The school did teach him to know at least some things and the school and the job together have taught him how to do some things, for wages.

Is it not high time they equipped him with a better list than this, for that larger part of life which is not work?—*S. F. Chronicle*.

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Forward—Business Women!

ETHEL JOHNSTONE, Convention Chairman.

WHAT'S YOUR FAVORITE
SUPERSTITION?

The savage in his jungle makes a hideous idol for himself, bows down and worships it, implores it to send rain in time of drouth.

If the idol fails to send rain, the savage sometimes beats it, believing that if men behave better when beaten, probably gods and idols also will behave better.

The idol is REAL to the savage, just as the little girl's doll is real to her, as she nurses it, dresses and undresses it.

The doll becomes a real person, and sometimes is spanked, sometimes praised.

The "civilized" American is much amused by the "poor, superstitious savage," horrified at the thought of ancient Carthaginians that sacrificed their children to the hideous god Moloch; he wonders at the gullibility of the hundreds of millions of Buddhists who believe that the god Buddha, reborn time after time, is able as a new-born infant to sit suspended in the air and deliver an address.

Modern white men mock the Mohammedans' belief that the Prophet Mohammed, only representative of the great god Allah on earth, when pressed in battle, threw a handful of dust into the air and had it immediately changed into legions of fighting angels on horseback.

With condescending pity we contemplate the superstition of the savage, that, in his blindness, bows down to wood and stone, and we conveniently forget our own superstitions.

How many fail to pick up a *lucky* horseshoe, in the road, or to look with respect upon a *lucky* four-leaf clover, found by a neighbor?

How many, going to the racetrack to gamble, would gladly carry a rabbit's foot, especially one guaranteed to be that of a graveyard rabbit, *killed in the dark of the moon*.

How many believe that seven is a lucky number and that there is a special meaning in a black cat crossing the road?

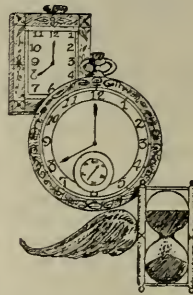
We no longer slaughter animals with pagan priests to study their interiors and foretell events, but in millions of "highly civilized" homes, thirteen at table would be unthinkable; a fourteenth must be found or one must sit at another table.

Fortune tellers with their crystal-gazing of palm-reading or pretended reading of the stars make an excellent living.

In the words of the greatest writer that ever

lived, we are, indeed, *Such stuff as dreams are made of, and our little life is rounded with a sleep.*

What time we have between the cradle and the sleep that comes at the end should be devoted to recognizing and rooting out our own defects, the *beast* in our own eye, rather than meddling with the defects of our neighbors or the superstitions of so-called inferior races.—S. F. Call-Bulletin.



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Business and Professional Women's Club of San Francisco, Inc.

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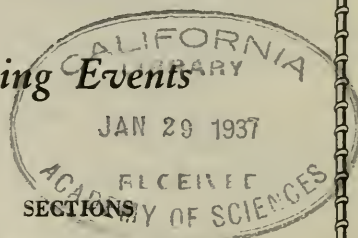
JANUARY 9, 1937

No. 2

Weekly Program



Coming Events



Jan. 11—Book Section, 7:45 P. M.

Jan. 12—Dancing Section, 6:30 P. M.
Dramatic Section, 7:30 P. M.

Jan. 14—Thursday Open House, 8:00 P. M.

Hostesses

Lucille C. Caesar, Chairman

Edith B. Lovell	Esther Miller Bowles
Ingeborg Ferm	Susie Hicks
Mary Wilkening	Josephine Clark

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

CHORALERS! CHORALERS! HARK YE ALL!

We start a New Year with a new director, a new pianist, and a new program. The hour is 6:45 p every Thursday evening. Let us commence by going on time so that we can accomplish more. Time is the essence of our rehearsal hour and we can only profit by being prompt and making the most of it. Let's see if we can't make this an outstanding feature of our club.

Be on time Thursday evening, 6:45.

If you have faith, preach it; if you have doubts, conquer them; if you have joy, share it; if you have sorrow, bear it. Find the bright side of things and let others to get sight of it also. This is the only surest way to be cheerful and happy.

WE LOOK AT THE FUTURE IN JANUARY

There are many who consider Austin Lewis's talk on modern problems the finest which was given before the Commonwealth Club last year. On January 19 we are to have the opportunity of hearing Mr. Lewis's message ourselves. He started his career as a socialist and looks at labor troubles, new deals and foreign tangles from the standpoint of one whose bias is mankind, but who passes calm judgment on the mistakes and successes of our efforts to better the world. You should not miss this program. Dinner meeting, January 19. Speaker, Austin Lewis. Subject, *Social Vistas Through Liberal Glasses*.

There are plenty of go-getters. What we need is more bring-it-backers!

IN MEMORIAM

Our hearts were saddened even in the midst of all the Christmas joys when the news reached us of the death of one of our most loyal and faithful members.

Mary Day Barnes, for so many years a partner in the Mary Eleanor Tea Room, passed away very suddenly on December 22. She was active in her business until a few weeks ago, when her tea room was sold.

While unable, on account of her business, to attend many club affairs, she was ever ready to help her beloved club in many ways. Many gifts of books, magazines, and cash found their way into our club rooms, and THE BUSINESS WOMAN always carried her ad.

Our grief in the passing of this dear member is deep and we express our profound sympathy to her family and friends.

We are happy to know that Charlotte MacCuaig now at 457 Hyde Street, telephone TUxedo 2602, is conducting a *trium* business, consisting of a circulating library, typewriting, and the selling and renting of typewriters. Please change your orders accordingly.

Virginia Marshall, after a trip through Western Canada, Oregon, Washington, and down into Mexico, is now back home in Oakland. She hopes to see us before long, as she has been away for many months.

Catherine MacLean's heart is still in San Francisco, judging from the lovely greeting card she sent from Sacramento. It is a black and white block of Telegraph Hill and a view of the bay.

THE BUSINESS WOMAN has been going for weeks to weeks to Corte Madera for Ora Hawkins Demas as she was not sure of her destination. However, in a letter this week she asks to have this little *news* paper sent to Box 33, Likely, California. She is on a ranch, and supervising three square meals a day for seven to nine hungry men is a real job, but even that she says she enjoys trying out new recipes. In this writing, Mr. Demick was ill in bed, which was an extra upon Ora's shoulders, but we hope he will soon be well and be able to relieve Ora somewhat so she will have a few minutes to read THE BUSINESS WOMAN, and through it feel closer to our busy activities. Best wishes from all of us, Ora, and we will be hearing from your friends as you rest, now we have your newest address.

Our sympathy is extended to Lois Peckham in the passing of her sister, Mrs. Fannie Bronson, whose funeral was held in San Jose on December 31.

Ellen Heady and her son drove to Los Angeles on the Monday after Christmas and spent the holiday week with relatives. They report a fine time, but not free of dampness.

BRAINS IN THE BURRO

The newest victims of the mental testers are asses and cows. And, as everybody who can view a subject objectively should have known, the cows run out to have more sense than the horses. Even sheep is a close competitor, intellectually, with the horse.

The fact is that one of the most intelligent of domesticated beasts is precisely that traditional symbol of stupidity, the ass. Who that has watched the comparative capacity of burros and horses to take care of themselves with their own brains, in the mountains, will hesitate to award the palm to the lowly donkey?

The fallacy is in judging, not objectively, but subjectively. We judge the intelligence of a beast, not by his capacity to use his own brains, but by his ability in using ours. Because the jackass insists on doing his own thinking, and does it uncommonly well, in his own interest instead of in ours, and because it takes a lot of beating and profanity to overcome his independence of spirit, we insist that the ass is an ass.

The horse, having fewer thoughts of his own, and showing less persistence in those he has, lets us do the thinking for him. So he is easier to use, for our needs, at the sacrifice of his own.

It is our self-centered egotism which defines that intelligence.—San Francisco News.

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THAT MERGER

of Minnie and Gurty promoting a New Year's Eve Wow was highly gratifying. Omigosh, it was gobs and gobs of work and joy! As old '36 fluttered off into space the Baby '37 took cognizance and nosed in with a burst of glory. The dear old club rooms ne'er before rang out with such merriment, such good fellowship, such boisterous enthusiasm. Arrivals were duly baptized with confetti; then taken forth to select their funny little hats; and thereupon welcomed with Tiz and Taint. Everybody entered into the spirit of the night, did their part in making the moments hum with exuberance. There were no don'ts nor can'ts to spread a slow up. We had a coo-coo punch board and what sport it is to be just plain silly-silly once in a while. Those unable to perform their tasks were demoted to seats upon the floor. We sang apropos songs, in tune, off key, too high, too low—who cared! Bingo took possession and the pennies and the nickels rattled and half of every pot went into the Know-Well.

At around 11:30 murmurs of eats brought forth two hundred and fifty sandwiches; of these but seven were neglected and the elevator man was the happier. Whoo, lots-a hot coffee, nuts, candies, cookies. Horns, balloons, noise gadgets, and serpentine gave the proper climax, and as the whistles screeched the moment, the gals all stampeded and our prancings knew no bounds.

A great night for all; it cemented loyalties for the club; it offered new friendships; it afforded cheery hours to many who might otherwise have felt out of things; it paid a dividend on the club investment; and it netted \$15.50 for the KNOW-WELL FUND.

Minnie—what a pal! She slaved the entire evening; mixed the punch; made pots and pots of coffee; washed dishes, ran errands. I say she's a REGULAR GUY! GURTY.

There are two things that go into the make-up of friendship; the one is truth, the other is understanding.

THANK YOU, BELLE!

The following cheery Christmas greeting was received by our club during the holiday season:

"With the hope that you all may have a Merry Christmas all the year 'round, *Woman's Home Companion* will be sent for the coming year with all good wishes from Belle I. Simmons."

We are all grateful to Belle for this thoughtful and generous remembrance.

Virtue is not genuine until it becomes second nature, like the manner of a gentleman.

A. O'MALLEY

The measure of a man's real character is what he would do if he knew he would never be found out.

MACAULA

TO LET

I would like to sub-let my apartment for 4 to 6 months while attending the university. School begins January 18. Very reasonable; attractive.

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Dinner, 5 to 7:30 P. M.

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Many Californians, without personal study, hold opinions of this man and his work. What PUBLICITY MAN or WHOSE PUBLICITY MAN CREATED THEIR OPINIONS (or prejudices) FOR THEM THEY KNOW NOT.

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Thursday, January 14th

BERKELEY

2419 Haste Street, Rear

Friday, January 15th

Write N. D. Alper, Extension Secretary, 83 McAllister Street, for information. Phone HEmlock 4780.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 14

JANUARY 16, 1937

No. 3

Weekly Program



Coming Events

Jan. 19—Dinner, 6:15 P. M.

Western Women's Building.

Program Dinner.

Speaker: Mr. Austin Lewis.

Jan. 21—Thursday Open House, 8:00 P. M.

Hostesses

Anna G. Reidy, Chairman

Irene M. Sheehan

Esther Wilson

Jean E. Kerrison

Agnes de Puy

Bertha M. Pierce

Julia Baumgartner

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Please make dinner reservations early at Club Rooms, PProspect 8347

AUSTIN LEWIS TO SPEAK AT JANUARY MEETING

Those of us who heard Austin Lewis talk before Commonwealth Club will realize that we have a treat ahead of us in having him as speaker for our January 19 dinner meeting. Mr. Lewis looks at modern times and tells us what he thinks will come of the various movements and problems which confront us. You may not agree with him, but you cannot afford to miss this stimulating and thought-provoking program. His subject will be *Social Vision Through Liberal Glasses*. This will be a good way to start the new year. Make your reservations early with Mrs. Burlingame.

BAY DISTRICT

The Bay District Conference will be held at Jackson, Saturday and Sunday, February 6 and 7. Saturday night's theme is *International Night* and there will be a colorful pageant, *Widening Horizons*, shown for the first time on the Pacific Coast. Sunday's sessions will be held at the Clark Hotel. For details later.

If what you did yesterday still looks big to you, tell you haven't done much today!

CARD PARTY JANUARY 28

In order to replace our slivery wooden chairs, which we are sure the Thursday Nighters will appreciate, as well as all the sections, the house committee with the assistance of the reception committee is giving a card party (bridge, monopoly and anagrams) on Thursday evening, January 28, in the club lounge.

The price is fifty cents, two dollars a table. Prizes and door prizes, as well as refreshments and a pleasant evening in our club home. Make reservations early with Mrs. Burlingame.

FLORENCE M. CALDERWOOD, Chairman,

BERTHA PIERCE,
MINNIE DUMAS,
ANNE ATTRIDGE,
NETTIE SMITH,
VERA BRIGGS,

} House Committee.

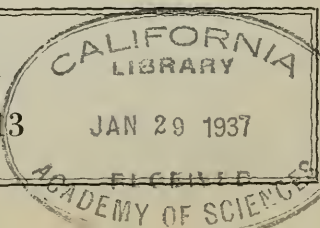
CLOSING OF KNOWELLS

TO ALL WHO HAVE NOT GIVEN THEIR PARTIES: The Knowells will be over by February 1, 1937. We would appreciate it if you would try to give your parties this month, so that we can make our report by February 1. There are some who have not set a date as yet. Thank you.

EDNA ROWE, Chairman.

INSTALLATION DINNER

SATURDAY, FEBRUARY 13



The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor Nancy Foster
2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... D. Roach Withers

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Second Vice-President..... Hazel J. Oppenheimer
Recording Secretary..... Gertrude D. Tubbs
Treasurer..... Rose A. Bezek
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Honorary President, Lillian Palmer

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Edith C. Floyd Enaid C. Jones

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House Florence Calderwood
Membership Lydia Johnson
Program Clotilde Grunsky
Reception Minnie E. Korn
Publicity Grayce Dempsey

CHAIRMEN OF COMMITTEES AND SECTIONS

Book Zella R. Kimball
Choral..... Phoebe A. Wramp
Civic..... Ednah M. Butler
Dinner Hostess..... Jean E. Kerrison
Dramatic..... Elsie P. Fear
Education..... Clotilde Grunsky
Finance..... Amanda T. Heuermann
Health..... Dr. Frieda Kruse
International Relations..... Polly R. Hatch
Legislation..... Zella R. Kimball
Magazine..... Zilfa Estcourt
Public Relations..... Ednah Butler
Radio..... Genevieve Allen
Recreation..... Gertrude D. Tubbs
Remembering..... Sylvia Kempton
Research..... Phillis Bourne
Sunshine..... Matilda J. Schimpf
Transportation..... Nan G. Lawrence
Ways and Means..... Hazel J. Oppenheimer

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Intermediate office appliance operator (open to men and women). Salary, \$90 a month. Age limits, 18 to 40 years. Date of examination, February 13, 1937.

Addressograph operator (open to men and women). Salary, \$90 a month. Age limits, 18 to 35. Date of examination, February 20, 1937.

CLUB NOTES

MARGERY SHAFFER

The Zonta Club met last Monday evening at the Women's City Club, where one of our members Zilfa Estcourt, addressed them on *World Affairs Today*.

Each evening Greb-bie travels across to Larkspur. She finds the trip quite restful and the pleasure her new home well worth the journey.

Expressions of sympathy are extended to Gray Dempsey, her mother, and the family of Mrs. Stockton, in the passing of this noble woman. M. Stockton of Oakland, and Grayce's devoted aunt was born in Orillia, Ontario, Canada, which also happens to be the birthplace of Nan Lawrence, although these two women never had the pleasure of knowing one another.

Fern McGrath, having a few more units to acquire, is making them up by taking a few hours each week at the University of California. Her new position keeps her too busy to permit enrollment for the entire semester.

Elsie Monte's new address is 1835 Clay Street, Apt. 402, telephone TUXedo 1314. Please change your roster accordingly.

Bright Tatarian sends kindest regards and greetings to us all from Seattle. Bright and her young son are enjoying the hospitality of friends and are reveling in the marvelous winter scenery in that section.

Mrs. Sawtelle, originally of the Laguna Beach Club, now a member of the Santa Cruz group at formerly lessee of Brookdale Lodge, is now located in San Francisco.

Please change Lena O'Connor's address in your roster to 1282 California Street.

A recent visitor to our club rooms was Emma Summerfield of Albany, Oregon. Miss Summerfield is an active member in her own club besides holding an official capacity in the B. & P. W. State Federation.

A *three weeks'* winter vacation is being enjoyed by Lucy Thompson. This gives her a chance to take things a little easy before the rush of the oncoming spring millinery season.

Margaret Torreyson flew up to Reno, visiting her aunt at that place for a few days, returning home last week.

We regret very much to lose the keen interest and enthusiasm Florence Lewenthal has always given to the club. She was on hand to help in any of our sections where she could do her bit. Her company has transferred her to its Los Angeles office at 911 Consolidated Building. We wish you success, Florence, and hope some day you will be returned to San Francisco.

Olive Johnson, our member and the publicity director of the Palace Hotel, was united in marriage last Saturday at a very beautiful ceremony. Congratulations from your friends in the club.

Minnie Korn celebrated her birthday January which happened to be Thursday. All the Thursday Nighters participated in sharing the delicious birthday cake which Hazel Oppenheimer sent in for this occasion. Lucky we!

An hour may destroy what an age was building.

He who knows how little he knows is on the way to knowledge.

SPECIAL HEED

Our Nominating Committee has presented the following ticket to be voted upon Tuesday, February 9, 1937:

President.....Mrs. Amanda T. Heuermann
 1st Vice-President.....Mrs. Hazel J. Oppenheimer
 2nd Vice-President.....Miss Margaret Bell
 Secretary.....Mrs. Gertrude D. Tubbs
 Treasurer.....Miss Rose A. Bezak
 Editor.....Miss Nancy Foster
 Directors..... { Miss Grayce E. Dempsey
 { Miss Ethel M. Johnstone

The Election Board will declare the polls open for the annual election of officers and directors in club rooms at 12 noon, closing at 7 P. M., on Tuesday, February 2, as provided by Article XII, Section 1 of the By-Laws.

The Election Board shall consist of Anne Attridge, Essie Briggs, Enaid Jones, Sara Rosenberg, and Le Simmons.

Article IX, Section 3 of the By-Laws provides that "Any twenty-five (25) members of the Club may compose an alternative ticket of candidates for Board of Directors and Officers upon their signature the same and filing with the Secretary of the Club at least two weeks before such annual meeting of the Club, and the list of the candidates so proposed shall be posted upon the Bulletin Board by the Secretary within two days after filing, and upon such alternative list or ticket shall also be voted upon at such annual meeting."

GERTRUDE D. TUBBS, Secretary.

CHORAL

The Choral has definitely started on a New Year with a new instructor, a new accompanist, and a new set-up of songs, and the whole set-up looks as though it were going places with a big hand.

Our instructor, Mrs. Pauline Williams, comes from out of a clear sky as it were. By obtaining a new member, Tressie Miller, we are told of a Choral instructor.

Mrs. Williams is an instructor of the voice and a large repertoire and also coaches in two piano for eight hands, having two grand pianos in her studio where this work can be carried out. Those of us who were at the Christmas party of December 10th have heard Mr. Nygaard in some vocal selections, and we have given an example of her work in this line. Voice training and choral coaching are her life's work and she has carried this on for a number of years, teaching and studying all the time.

We cannot say too much about Mrs. Tressie Miller, our accompanist. So much of the Choral work depends upon her and we are more than fortunate in having a person like Mrs. Miller to assist Mrs. Williams and the Choral. Mrs. Miller is one of our eight-hand performers on the grand piano in her studio. She is keen and alert and is invaluable to the Choral work.

And now let us see if we cannot do our part. By means of a new time Thursday evening at 6:45, we have only an hour in which to practice, but which can be accomplished if we start promptly.

We would like very much to increase our number. It is a good time to join the Choral Section.

The more a man talks the less he thinks.

R. C. A.

Sort-a lacking with immediate word this week. We've been theatering to the *Great Waltz* and it was superb. Should there be a third week, I'd have another party, so watch the papers and if they announce a third week, get in touch with me; I'll have some seats—not many, though! *The Cocktail Bar* was another musical party we enjoyed.

Hamlet with Leslie Howard is on the way, so let me know if you are going to be interested, as I am uncertain as to how the demand may be.

Sunday, January 24th—we're walking. It will be at 11 we meet, but just where I have not yet determined—perhaps browse around the Presidio—I'll give the details next issue.

And then, there's the operas which I announced last week.

GERTRUDE D. TUBBS, Recreation Chairman.

TRAFFIC CLUB ENTERTAINS

The Women's Traffic Club, as a final social gesture for this term, will sponsor a bridge tea, to be held at the Hotel Sir Francis Drake, Saturday, January 23, 1937, from two until five. Bridge, whist, or any sort of a card game may be enjoyed by guests and there will be a prize for each table. Further particulars from Nan Lawrence. \$1.00 plus tax.

"STICKING"

There was a little postage stamp
 No bigger than your thumb,
 But still it stuck right on the job
 Until its work was done.

They licked it and they pounded it
 'Till it would make you sick,
 But the more it took a lickin',
 Why the tighter it would stick.

So, friend, let's be like the postage stamp
 In playing life's rough game,
 And just keep on a-sticking
 Though we hide our heads in shame.

For the stamp stuck to the letter
 'Till it saw it safely through.
 There's no one could do better;
 Let's keep sticking and be true.

A man's life consists not of what he has, but what he is.

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GAINING NEW VIEWPOINTS

When Europeans first came "out west" to improve their fortunes, they left a continent which had gained through the ages a rich equipment of schools, libraries, and learned societies. They left their cultural centers whose great men were ready to lead the way in science, literature, and art and came to a continent where there was nothing but land. In the development of our own American civilization, the pioneers and their descendants became more and more cut off from their cultural heritage and were too absorbed in the fabulous career of their own country to keep track of European developments. However, the flower of culture in Europe has kept blossoming right along into inventions which have ultimately given American life its distinctive characteristics. While America too has its store of inventions, possibly our greatest contribution has been making inventions available through our production and marketing methods to millions instead of to the privileged few.

For example, there is the automobile, patented in France in 1807, the year in which Fulton is credited with inventing the steamboat. That should be amended to read "a passenger steamboat," since Symington's steam tug had been plying the canal of the Forth and Clyde for years. Anyone who will consult the encyclopedia on the sewing machine, the telephone, the telegraph, the photo-electric cell, television, and the cellophane in which we wrap tons of packages, will find that they all originated in Europe. Of the many developments in the modern motor-car since the German, Daimler, devised the petrol-burning internal combustion engine in 1885, we have been responsible for the electric starter. European countries have devised four-wheel brakes, knee-action wheels, the straight-eight cylinder, and V-type engines.

We no longer have a frontier, and we are ready to face the problems of a mature civilization, and here Europe can give us the benefit of her experience. The traveler has opportunity to observe the resourceful European at work and to note his ability to make the most of his limited opportunities and

his solution of certain social problems. In fact, the traveler gains new and helpful viewpoints about life in general.

However, appreciation of European achievement does not require that we regard everything that continent produces as superior, and worthy of being imitated. That is as unintelligent as the assumption that everything American is best. One can buy atrociously ugly clothes in Paris, see poor plays in London, and hear music sung off key in Italian cafes. In the more important matters of national and international policies, Europeans have made mistakes, and are probably making as many today as we are, though not the same ones. That is where the value of travel lies. One can see pitfalls to avoid, and policies to adopt or adapt. — *Delphic Quarterly*.

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IMPORTANT RESEARCH QUESTIONNAIRE

Below is a new questionnaire sent by the Bay District. It deals with dependents and status of women in our club. The question of dependents is important because it is often the reason for difference in salary between men and women. It will often give the reason why women are employed and tells if the members of our club were affected by the depression and will help with the re-employment program of the older women.

Will you kindly fill out the questionnaire as soon as possible and return it either to me or to Mrs. Burlingame? PLEASE DO NOT SIGN YOUR NAME. THANK YOU.

- I. Dependents. A. Please Check. Yes No.
B. If Yes, give number.
- II. Status. A. Please check. Single Married
Widowed Divorced
- III. Has your job been affected by the depression?
A. Yes No.
B. If so, please explain.

2494 Mission St., San Francisco.

DR. PHILLIS BOURNE, Chairman, Research Committee.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

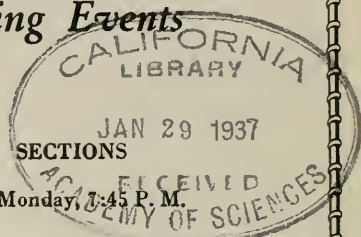
JANUARY 23, 1937

No. 4

Weekly Program



Coming Events



Jan. 25—Civic Section, 7:30 P. M.

Speaker, Mr. Pat Merrick.

Subject, Social Security.

Jan. 26—Dancing Section, 6:30 P. M.

Dramatic Section, 7:30 P. M.

Jan. 28—Thursday Open House, 8:00 P. M.

House Committee Card Party.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

R. C. A.

Theaterings a-plenty. Sixty-three took possession of the pick of the *second balcony* opening night of *he Great Waltz*. Not content, I was urged to promote another party, and twenty-two additional thrilled to the beauties of this production.

The Cocktail Bar was a mixture! Had our goodie eats; then the management endowed the center stage with huge lights and shoved us off to the side. I growled. The show failed to open on schedule date; the lead was croupy! Finally, a week later, twenty-five of us enjoyed a nifty little operetta with lilting airs and a huge symphony orchestra to round out the show.

Leslie Howard—in person—due about February 5th, at the Curran, in *Hamlet*. What say you?

The Return of Hannibal at the Geary, February 8th, exploiting John Barrymore's latest adventure in matrimony and divorce, Elaine. Price, 55c. We'll go just to see what's what.

Sunday, January 24th—our walk. Courageous-like in the face of these damp days—but mebbe the sun may favor us. Tennie-rate, meet at the ramshackle station at the terminus of Sutter Line No. 2, at 11. We'll tarry around the Land's End Road and luncheon at Dixie Dixon's—about 12:30. Member how nice it was there t'other time!

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

On Monday evening, January 25, at 7:30 o'clock, we shall have with us as our guest speaker Mr. Pat Merrick, member of the Research Department of the California State Chamber of Commerce, whose subject will be *Social Security*, both Federal and State acts.

Mr. Merrick was formerly statistician, County Relief Administration, Portland, Oregon; statistician, Southern California Area, Federal Transit Service; and statistician, State Division of Employment, California W. P. A. He is particularly well informed on the subject of social security, and we are very fortunate in having an opportunity to hear a discussion of both the Federal and State acts.

Mrs. Zella R. Kimball, our efficient Legislative Chairman, has arranged this program for us. She has chosen a subject which is of importance to all.

Come and join in the discussion which will follow the lecture.

EDNAH M. BUTLER, Chairman.

CARD PARTY — 50 CENTS

Thursday, January 28

We want to crowd our club lounge to capacity, for each table means one new steel folding chair. Order your table or get your ticket early from any of the following committee: Nettie Smith, Mrs. Burlingame, Minnie Korn, Anne Attridge, Belle Banz, Bertha Pierce, Florence Calderwood.

There will be several door prizes, as well as a first and boobie prize for the bridge players.

INSTALLATION, ST. FRANCIS HOTEL
FEBRUARY 13

The Business Woman

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Editor.....Nancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

GROWING OLD

A little more tired at close of day;
A little less anxious to have our way;
A little less ready to scold and blame;
A little more care for a brother's name;
And so we are nearing the journey's end,
Where time and eternity meet and blend.

A little less care for bonds and gold;
A little more zest in the days of old;
A broader view and a saner mind
And a little more love for all mankind;
A little more careful of what we say;
And so we are faring adown the way.

A little more love for friends of youth;
A little less zeal for "accepted" truth;
A little more charity in our views;
A little less thirst for the daily news;
And so we are folding our tents away
And passing in silence at close of day.

A little more leisure to sit and dream;
A little more real the things unseen;
A little bit nearer to those ahead;
With visions of those long loved and dead;
And so we are going where all must go
To the place the living may never know.

A little more laughter, a few more tears,
And we shall have told our increasing years;
The book is closed and the prayers are said
And we are a part of the countless dead.
Thrice happy, then, if some soul can say,
"I live because he has passed my way."

T. S. BAILEY-BERKELEY.

CLUB NOTES

MARGERY SHAFFER

Congratulations to Lenore Underwood upon installation as treasurer of the San Francisco Auxiliary No. 1, B'nai B'rith, for the ensuing year.

At a recent get-together dinner for all business women held at the Western Women's Club, Judge Theresa Meikle was the guest speaker.

During the holidays, Zilfa Estcourt had the misfortune to sprain her ankle. However, we are glad to report it is improving and in spite of the accident she has kept time with her busy life.

Marion Morris has sent out letters to twenty-two clubs in our district, asking them to sponsor the nomination of our past president, Charlotte McCalland, as president of the Bay District Federation. As first vice-president for the past two years, Charlotte has done a fine job, always having the keen interest in the welfare of our district members' heart.

At the recent International B. & P. W. meeting in Paris, the keynote was *equality legislation*. Mr. Gordon Holmes of London, chairman of finance, a letter to our club president says: "You will be aware that legislation all over the world concerns itself almost entirely with women in the home and in the factory—not at all with the enormous body of trained women with business and professional interests entirely unconnected with the home or factory. We want every business and professional woman of standing in the world to join the International Federation formed for the purpose of protecting these interests, and forestall attempts to restrict women in earning their livelihood."

We are happy to report that at the last election for the board of directors of the Women's Club, Bertha Dale, past president of our club, was elected to this board. Congratulations, Bertha!

A letter from Blanche Newton sends greetings and in part says: "We are a third way through the month and as each year starts out, it is with hope that before its end the feel of Market Street and other familiar spots may be beneath my feet. We hope so, too, Blanche."

Nettie Smith has returned from her trip to Los Angeles and is glad to be home. She had a delightful time and says she missed seeing very little. While she was away, her sister-in-law had the misfortune to be in an automobile accident. She received head injuries and bruises, but is recovering and out of danger.

Don't forget the card party on the 28th of this month. This is on *open house* night and we know the need of comfortable chairs on these occasions. Through the efforts of Florence Calderwood and her committee, we hope to take in enough hard dollars to fit us up with chairs to last for evermore.

Miss Kate E. Waterman, a very busy woman in Chicago, and a childhood friend of Ada Brace, flew by the United Air Lines, arriving in San Francisco Christmas Eve to spend Christmas week with Ada. They have had a long, unbroken, and harmonious friendship, and enjoyed this happy reunion. Miss Waterman left Mills Field December 30 at 7 A. M. by the United Air Lines, transferring to T. W. 4 at Los Angeles to fly over the Mohave Desert. At 10:16 P. M. the same day, Ada received a telegram announcing her safe arrival in Chicago, with *splendid flight* added. Congratulations, Miss Waterman, Air Lines, and Ada.

Marion Morris has appointed Dr. Susan Harris Hamilton to represent our club on the Golden Gate Bridge Committee of San Francisco. The purpose of this committee is to preserve historic old Fort Winfield Scott and convert it into a military museum.

For a long time we have needed better lighting accommodations in our club rooms. Florence Calderwood, chairman of the house committee, has had a number of electric light sockets installed, so now we can plug in floor lamps to suit the occasion.

We are delighted to welcome Miss Marion Feary, our new member representing the Palace Hotel. Her varied sections appeal very keenly to Miss Feary and she feels she is going to enjoy her new contacts immensely.

IMPRESSIONS OF YOUTH ASSEMBLED

Very reluctantly on Sunday, January 10, I left my cozy apartment to attend, as a delegate of this club, the California Youth Assembly. Recall the lines of Hood's poem, written about the pathetic suicide of the young girl:

"O it was pitiful!
Near a whole cityful
Home she had none."

In our own big cityful this group of earnest young people were refused a meeting place by any; until the Community Jewish Center saw fit to lend them its beautiful quarters, it looked as if they would go homeless. Thus we treat youth, particularly if it is crusading youth.

Let me give you a purely emotional interpretation of the group, without names or statistics. I arrived at ten, and I left at four only because I had other obligations to meet. The purpose of this group is to present to our legislature the California Youth Act as a temporary measure, pending the Federal Youth Act. The provisions of this act, as formulated in its first rude draft, are to provide intelligent occupational education for youth between the ages of 16 and 25; to provide work projects of benefit to the community with a minimum living wage; to provide for needy students in the universities; to provide suitable recreational centers for this underprivileged group. The act calls for the creation of a Youth Commission composed of the State Superintendent of Public Instruction, the State Superintendent of Industrial Relations, and lay members from the Youth Assemblies, from the Labor Unions, from the social workers—one-third from each group. Funds are to be raised by some form of taxation or appropriation.

Fiery young people protested over this point or at that point. Parliamentary law went floozy once in a while. After the gag rule had been applied to shut up a young Trotsky and it looked as if the big stick was going to prevail, a fine young communist arose and in calm, lucid words explained that the Young Socialist delegates, feeling that they were not being given a fair hearing, had withdrawn. He begged that that spokesman of this group be given the platform. An earnest young negro girl arose and made a strong plea that the group, in the interest of the city which they wished to maintain, grant this hearing so that no one should leave the assembly with the feeling that free speech had been denied them, or unfair discrimination made against them. A hearty approval of her plea was demonstrated. A mild young socialist prefaced his remarks by correcting the statement of the communist that his group would withdraw; that was not their intention

no matter what the final decision of the assembly might be; simply, they wanted the opportunity to present their point of view. He proceeded to do this and the suggestions were either voted down or referred to the presiding committee. Then up dashes young Trotsky, is given the privilege of the platform, stands up and makes a fine, manly explanation of the misunderstanding, regrets his impetuosity, states that he told the young communist that his group would withdraw temporarily for the sake of consultation, and that the young man had misunderstood and was not willfully misrepresenting the attitude of the Young Socialists. Fair play, sportsmanship, UNITY above all.

The words *alien* and *foreigner* were tabooed from all discussion. The political creed, the religious belief, the color of the skin, the country of birth—these are of no importance. YOUTH—all youth, privileged or underprivileged—is working for a better world for YOUTH. Impetuous, earnest, level-headed, enthusiastic, balanced or unbalanced, but ready to accept the discipline of the group; who could listen to these ardent young people and not get thrilled to the backbone? Democratic action is the keynote. Nothing shall be railroaded through by a powerful personality or organized group. The Y. W. C. A. is as powerless as the Young Socialist group. Action by the assembly is final because it is democratic and expresses the majority intention. They are more concerned with the *intention* of the group than with emotional pleas. Each *plea* is handled with fairness. Then when everybody is getting tangled up, a quiet, poised young *sister* or *brother* gets up and in a few calm words points out the dangers or the fallacies or the facts that have been

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overlooked, clears up the whole situation, and the assembly gives a vote of fairness and common sense in accord with the program. Thus, that lovely unity is preserved. I was deeply impressed with the sportsmanship shown by all of them. I quite disliked the noisy little Trotsky at first, but after his last speech of explanation, I accepted him as one of the group, simply a little over zealous in trying to get a hearing, and ready to accept the discipline of the group.

Members of this club, watch this youth movement. It is significant, beyond my power to express, of stirring forces in our social life, of youth crusading with fearlessness and faith, of something big that comes nearer to the Christ religion than we often find in our smug little restricted circles.

And were there deliciously funny moments! June Lucas, leaning towards a youth who was blustering away and muttering under her breath, *Stick to the point, son*. Our dignified Charlotte, forced to walk out of the restaurant with her dinner half eaten as a protest against the owner, because the bartender discriminated against one of the negro delegates and refused to serve a drink to him. (This refusal is contrary to the state law, and these young people are death on unjust discrimination based on color, creed, or nationality.) Margaret Torreyson and Zella waving their white delegate tickets in protest against using strike tactics. The group voting for a covered-wagon jaunt to Washington and a pilgrimage to Sacramento at the strategic time. Cannot you recall the historical story of the Children's Crusade? Adventure, excitement? Yes, of course. They are delightfully young. But, remember, they have a CAUSE. They are pledged to democratic ideals, they use democratic procedure, and they demand unity of purpose and action. Are they not brave and gallant? Don't be afraid of them. Help them. You should have seen Charlotte arguing with the union man who was crying *scab* outside the lunch room. Get her to tell the story in her dramatic way. It is joyous.

I haven't told you the half, not the quarter of it all. I stop simply because I know Nancy will probably cut this write-up anyway. But keep your eyes open for news items in the papers and become aware of what is going on around you in a fast-growing world.

E. S. ADAMS.

EDITOR'S NOTE: Fooled you that time, Elizabeth. This article was entirely too good for the blue pencil tricks.

THE PRICE OF HATE

In 1936 the nations of Europe spent \$13,000,000,000 on armaments.

Taxation has been piled on the peoples of all these nations and in some countries starvation is at the doors of millions.

Treaties have been torn up, promises broken, and the radios of the *Christian* nations of Europe scream open defies at one another over borders bristling with bayonets.

This is the condition of Europe after eighteen years of the Treaty of Versailles!

There is no other reason for this frightful state of affairs than HATRED, ENVY, AND COVETOUSNESS.

Compared to Europe, America looks like the REAL UTOPIA, for we hate no other country, envy no other country, and covet the lands and the wealth of no other people on earth.—San Francisco Examiner.

ANNUAL MEETING

All members are urged to be on hand on Tuesday, February 2, for the Annual Meeting of the club at election of officers. Polls will close at 7:00 P. M., be sure to vote before it is too late.

Let us end our club year with the same interest and enthusiasm that have been in evidence at our meetings.

BURLINGAME INSTALLS

The Eleventh Annual Installation Dinner of the Burlingame B. & P. W. Club will be held at the Benjamin Franklin Hotel, Saturday, January 2, 1937, at 7:00 P. M. Our members are cordially invited. Price of the dinner is \$1 and you are requested to make reservations early with Mr. Burlingame.

KNOW-ELL

A Knowell party was given by Miss Bertie Pierce early in December in the lounge room of the Colonial Hotel, her home. Eight ladies were present and an enjoyable evening was passed in playing bridge. Susie Hicks and Cornelia Seely carried off the honors and were well rewarded. Refreshments were served in a delightfully informal manner with much friendly chatter and the guests took their departure carrying with them pleasant memories of their hostess and another Knowell party.

A CHALLENGE

Everybody admits that we are facing national disaster if the increase in graft and corruption in politics is allowed to continue.

What can we do to remedy this menacing situation? is a query which appeals to conscientious citizens everywhere.

We have to admit that if our women were the only aroused they could obtain gratifying results.

Out in Phoenix, Arizona, five hundred women have banded together with a view to attacking effectively corrupt officeholders. They call themselves the Women's Investigation Committee of 500.

They are indeed to be congratulated. Let us hope that their example will be followed throughout the country. There is a crying need for such activity nearly every community, and a women's organization could doubtless accomplish more than one composed of men in ferreting out graft and dishonesty among public officials.

If we could only arouse the interest of women every community we could rest assured that this would stem this tide of criminal indifference if they could secure the necessary support.

Let us hope that patriotic women throughout the country will awaken to the necessity and value of such an organization.

The women can save our country from destruction. But if graft and official dishonesty continue to increase in the next few years as they have in the past, we will certainly be headed toward a dictatorial system of government that will rob us of our dearly bought liberties.

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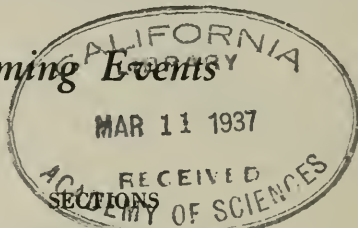
JANUARY 30, 1937

No. 5

Weekly Program



Coming Events



Feb. 1—Civic Section, 7:30 P. M.

Feb. 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.
Annual Election of Officers.

Feb. 4—Choral Section, 6:45 P. M.
Thursday Open House, 8 P. M.

Hostesses

Helen L. Mielke, Chairman
Ellen F. Heady Veturia Dudfield
Lucy M. Edwards Thelma Gleason Baxter
Flora Yordi Shaw Florence Lewenthal

Please make dinner reservations early at Club Rooms, PProspect 8347

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

BURLINGAME

celebrates her eleventh birthday and installs new officers on Saturday last. It was a cozy group you know *unusual* weather and that *flu* are big competitors these days) that centered in the comfy dining room of Ben Franklin Hotel and the nifty decorations and general good spirits gave us all a merry night. *Bridges* (not Harry) was the theme and we had that Mr. *Teddy* Bear of the P. G. & E. who spoke so satisfactorily to our Thursday Night group, give interesting details on the lighting on our Bay Bridge. We had cutie little ship favors and a miniature bridge and hence were sailing forth to better friendships. A magnificent male thrilled us with a voice fit for the Metropolitan Opera; Fanny Abbott, a past master in the art of introduction and speech making, introduced the new officers and ushered in a new era of success. Seven of our San Francisco Club were present to sing *Happy Birthday* and chatter on the way home *what a nice time was had by all*.

GURTY.

ANNUAL MEETING

It seems only a very short time since we had our last annual meeting and our officers were selected for another year. Now we are about to bid them goodbye and induct into office another group to take their places.

Let us come out in great numbers on next Tuesday evening to bid the old regime Godspeed and to cast our votes for the new ones.

Polls are open from 12 o'clock noon until 7 P. M. Be sure to cast your vote.

NOTICE

Notice has been received that proposed amendments to the Bay District Constitution will be voted on at the third Quarterly meeting at Stockton on February 6 and 7, 1937. In accordance with Article X, Section 4 of the By-Laws, delegates to this meeting will be nominated and elected next Tuesday, February 6. All those who plan to attend the Stockton meeting are requested to notify Mrs. Burlingame.

GERTRUDE D. TUBBS, Secretary.

IN MEMORIAM

Once again within the space of a few weeks grim Death has invaded our ranks and has taken from us one of our beloved members.

Sara Ann Magill, who has been a member of this club for a number of years, passed away very suddenly last Saturday at her home in Los Angeles.

Our loss in the passing of this dear one is deep and our heartfelt sympathy is extended to her family and friends.

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DEL MONTE SQUINTS

Three of us'n went forth to arrange for the Great Event of the year—THE STATE CONVENTION at Del Monte in May. We jumped into the little buzz wagon, amidst traffic and turmoil and off we capered making the run in just three hours casual driving. Oh! The serenity of that parklike rendezvous! The very entering within seems to leave the jangles of life without. It was a buoyant day and we were in topping humor to "talk turkey" to the management. And—was the Assistant Manager a honey! Um—um! What a glowing picture he drew of the good days to be.

We'll bask in the luxury of the lounges, the beckoning comfy chairs, the sun porch, the lazy hammocks; those dainty little strolls around the garden, the lake, the grounds; in May adorable flower beds will riot in brilliant hues; and that glamorous Roman Plunge—whoo! We're going to have the most gor-ge-ous luncheon there—shush! Secret stuff, I mustn't tell too much!

Tenny-how, we completed all preliminaries and at once got ritzy! Refreshed ourselves; they have the tempting-est tea every awf-ter-noon—quite British like! Later we dined—I'd say gorged; you know how 'tiz—abundance of luscious viands which tickle the palate and stretch the waistline! My comrades retired but not so Gurty. Swaddled in the furlined coat, I strolled in the dim moonlight—alas with not a Romeo in sight. Gazing at this Spanish Hacienda, aloof in these spacious grounds, protected by the affections of its majestic trees, I visioned a fairy castle with all my business queens a-fluttering amidst this simple beauty. Do dreams come true in May?

GURTY.

CLUB NOTES

MARGERY SHAFFER

Once a year every member of the San Francisco Chapter, Order of Hadassah, must earn her contribution toward the various needs of the Order Palestine. Again Helen Benioff has been appointed as the infant welfare chairman, an office which elicits a keen interest.

An active member of the Stanford Women's Club is our own Marie Jensen. She has recently been named as a member of the board of this alumni group.

We were happy to have Edna L. Johnston, organizer of the Freehold, New Jersey, B. & P. W. Club attend our last dinner meeting. Being an agent of the United Air Lines, she is traveling over the lines, and wherever there is a club, she tries to see them and extend greetings from her group. From here she flew to Santa Barbara, Los Angeles, San Diego, and then by the *Clipper* to Honolulu.

Congratulations to Thelma McGuire. She is now office and credit manager for the Park Lane Millinery Co., 1040 Fulton Street, Fresno. Kindly change your roster accordingly. Thelma says: "Say hello to the girls. I certainly do enjoy THE BUSINESS WOMAN."

A recent meeting of interest was held by the To Kalon Club when Letitia Farber, attorney, spoke on *The Holding Company—the Modern Tower Babel*.

Helen Doble has been elected to the nominating committee of the Galileo High School P.-T. A.

We cannot resist quoting the unique publication which the Deuce of Clubs of the *Examiner* gave us: "The Business and Professional Women's Club, which has had lots of practice in taking the snags out of the business world for women, is now preparing to take the snags out of their stockings. Funds from a card party to be given Thursday evening will go to buy 'non-slavery' chairs for the club rooms, to save both the members' stockings and their tempers."

A number of our members have been ill with severe colds. Space will not permit a personal *good well wish*, nevertheless we hope by the time this issue of the press, all will be back in circulation again.

We are sorry to report that as we go to press, our president, Marion Morris, is quite ill. We hope she will soon be much improved and be able to take her place in the important events just ahead in our club life. Let's all pull for her speedy recovery.

CHORAL

Last week we told you about the new set-up of our Choral Section. The results were very gratifying—so many responded on last Thursday that we feel sure we are going to have an outstanding Section here. Our Director, Pauline Williams, is full of vitality and so Choral conscious that whether or no you just find yourself responding. We stress so much on being prompt for rehearsal so we can accomplish more in one hour. Every one seems to be on time and at 6:45 sharp, down comes the baton for the first note.

Important business is to come up at the meeting next Thursday, and the chairman urges every member to be there on time. New members are also desired, so come on, join the Choral NOW.

THURSDAY OPEN HOUSE

In spite of the unusually cold weather and the fact that several of the faithful ones were absent because of illness, quite a number of the regular Thursday Nighters were present to enjoy the games and bridge.

Our very newest member, Sylva Bishop, who has just transferred to our club from the Salinas Club, is present to get acquainted with us and we enjoyed having her very much.

Anna Reidy and her committee served delicious food and coffee. Thanks are due to Hazel Oppenheimer, Maude McLaughlin, Marie Wilkening, Lulu Gunning, Effie Gillespie, and Hazel Ramon for the refreshments which have been served the past three Thursday nights.

Gertrude Tubbs has supplied the club with some which needed ash trays for which we are grateful. Your hostess chairman asks that you hold the opening of February 11 open. On that date Lorraine Graves and a number of the prominent members of the club will present a pantomime on the subject. Lorraine will give a tap dance and several surprises are in store. Minnie also says to be present to meet Chief Tubbs, *the only one of the species in captivity.*

MAKE PEACE THRILLING

After each Christmas, jokes go round the family about Father playing with Junior's new electric train, and Uncle who took the mechanical building set away from the boys. There is more to this than a day's joke. Have you noticed middle-aged men never get down on the floor to play with toy soldiers? They will play happily with constructive toys; but in our generation they get no fun out of getting up lead soldiers and shooting them down. They know better because they remember what war is. Unhappily the children don't.

These shining pitiful little figures of soldiers and their wicked little guns and tanks and battleships are the first propaganda for war. Wise parents do not want to rear their children to hate war, will they buy them.

The trouble with this, as with so many peace-promoting ideas, is that it is negative. You can't place something with nothing. War seems thrilling because it is action, challenge, conflict. So is training a railway, planning a bridge, flying a plane. Make a tip from Father's Christmas Day excitement and keep the boys busy with toys that work, that work the works of peace.

And this is but the beginning. Year by year the character of a child can be shaped by the shrewd choice of what he is given to play with. A famous physician has said that every child should have a microscope. It is one of the great experiences to discover the marvel of life in tiny things, in a drop of water, a drop of blood, a fly's wing. So too for the older child, a telescope opens wide the wonders of the universe, making plainer the folly of the men rushing off to war. Magnets that control metals, chemicals that change colors and forms and colors, the good old paints and crayons, clay for modeling, tools for working in wood, metals, leather, musical instruments not too hard to play, a trunk of old clothes for dressing up and pretending—these are obvious, yet many parents fail to provide them at that time when the child could best learn from them.

What you say to the child, the stories you tell him, the books he reads, the ideals you hold before him, the heroes you point to, are important, but more important still are the casual remarks he

overhears, the stories you tell to other people, the ideals he sees you holding before yourself, the kind of hero you yourself are in his eyes. If it be your resolve that your child shall never go to war or take pride in war, let the spirit of peace be strong and constant beneath your roof. Let the active force of peaceful enterprise be seen and heard and felt. Fill the home with plans and enthusiasms, noises, wonderments, gaieties and above all, with courage and ambition. From the toy engine on the nursery floor, from the family group singing around the piano, from the good talk at the dinner table, let boys and girls discover and know for certainty that it is more glorious to live for your country than to die for it, and that peace has its braveries and its thrills greater far than those of war.—*Woman's Home Companion.*

THE FRIENDLY FELLOW

He made me ashamed . . . ! I sat with him for twenty minutes—and the longer I was with him the more ashamed of myself I became.

We talked about people. Or perhaps it would be more truthful to say that he talked and I listened.

He talked about a political boss we both knew. I'd always thought of that boss as an unscrupulous and dangerous fellow. But my friend gave me another picture of him. To him that boss was a *splendid chap*—generous, loyal, and dependable—ready with time or money for any friend in need.

He mentioned an office holder we both knew. I remembered what a petty grafter that officeholder used to be. He remembered our acquaintance as a man with the kindest of hearts.

And so he talked and in those twenty minutes he must have spoken of at least a dozen men or women. Each one he praised. If he could not say they were intelligent, he said they were kind. If he could not say they were kind, he said they were able.

Somehow he couldn't see a mean spot in any person he knew. He couldn't see a weakness, a blemish on any of them, anywhere. He saw only their virtues, their good qualities, the things about them that made him love them. . . . He had in him none of that hunger for malicious gossip that is in so many of us. Friendliness was a food that was good enough for him. He had no need to spice his conversation with malice.

And that's why he made me ashamed. I tried to excuse myself by reflecting that he didn't see all around the people he knew. He saw only the shining side of the moon and knew nothing of the dark and dangerous valleys on the other side. He was a gullible child, said I, and that was all. . . . But my argument didn't work. I couldn't convince myself of that—because I knew in my heart that his way of looking at people is the only right and wise way and that when we take any other way we are but spiteful children betraying our own happiness.—MARSHALL MASLIN in *Call-Bulletin*.

LAST NOTICE

Tuesday next, February 2nd—election day. Polls open in the club rooms from twelve noon until seven P. M. DO NOT FAIL TO VOTE.

ARTICLE X—Section 3 of the By-Laws says: "Any member eligible to vote, failing to cast her ballot, shall be fined twenty-five cents (25c), said amount to appear upon her next statement for dues. Any member who shall furnish the Board of Directors satisfactory reason for failure to vote shall be relieved of the penalty."

GERTRUDE D. TUBBS, Secretary.

THE MINIMUM WAGE

BY EDITH HOUGHTON HOOKER

Editor, *Equal Rights*

Despite the general excellence of the article by Dr. Herman A. Gray, archaic reasoning, in modern dress, steps boldly into the picture when he comes to the question of minimum wage legislation for women only. Feminists will recognize, in his attitude, the primeval obstacle to women's progress. A century ago women enjoyed *protection* from the harrowing discipline of high-school and college education: married women were *protected* from the responsibility of owning their own property and being the guardians of their own children. Until very recently women were *protected* from the dangers of the polling place, and now, apparently, by a quick and easy method, they are to secure similar *protection* from economic exploitation.

Dr. Gray admits that men as well as women are being exploited, and that a minimum wage law for both sexes *may* be found necessary. The Constitution, however, stands in the way for men. Apparently, in Dr. Gray's opinion, women occupy a position dissimilar to that of men in respect to the Constitution. Fortunately the Supreme Court, in 1923, and again in 1936, begged to differ with Dr. Gray, and announced that henceforth no restrictions could be placed upon women's right to contract for their services that could not be applied equally in the case of men. By this decision the Supreme Court elevated women from their erstwhile position as wards of the state and set them up as the equals of men under the Constitution.

And now Dr. Gray proposes to push them down again for reasons of expediency. He states categorically that, *There is nothing in a minimum wage statute, limited to women, which stamps them as inferior workers.* If that were true there would be no argument. Dr. Gray himself unwittingly confesses the falsity of his contention when he goes on to say that women can not be organized. The superior sex, his sex, has mentality enough to organize for its own protection, but helpless women, handicapped by childbearing and blind to their own self interests, must lean upon the law.

Quite clearly Dr. Gray regards women not only as semi-adult, but also as cripples in industry who require a special type of protection not so urgently needed by men. If this does not, from the viewpoint of Dr. Gray, predicate an *inferior worker*, at least it does so from the viewpoint of the employer. What merchant or manufacturer wishes to take on an employee with a minimum wage attached when he can get another, possibly for less money, who is exempted from the law? Innocently enough Dr. Gray wishes to rivet permanently into the law the basic concept from which the exploitation of women springs, namely, that there is sex in work. Suggest to Dr. Gray, or to the American Federation of Labor, or to any man, that a minimum wage law for men and children exempting women from its provisions, be enacted, and watch their reaction.

Independent Woman.

SOCIAL VISTAS

In times of great economic disturbances, the great thing to do is to keep the conflict as gentle as possible—prevent dangerous flare-ups which lead to violence. This way will our country, blessed with all of Nature's greatest gifts, merge its great industrial and financial systems into a better and higher civilization.

Thus did Mr. Austin Lewis, noted student of economics, admonish us on Tuesday evening. We Americans, he says, who as Anglo-Saxons enjoy freedom to an extent not known by other people should study more the progress of the industrialism in Great Britain. Comparison of the economic history of the two countries shows us to stand today where England did fifty years ago, when there was started there a series of reforms which have kept the country free of labor troubles ever since. We believe as they did then, that our government should be a government which brings the greatest good to the greatest number. The individual is losing much in these times, by way of attitude towards his idea and his pride in his own achievements; his personal freedom is merged in that *greatest good to the greatest number*, and LABOR in the abstract, whether he, the individual, likes it or not, is progressing and the whole world is being made a better place for to live in.

We had a very interesting guest, Miss Edna Johnston, agent of the United Air Lines and member of the New Jersey Club. She is traveling twenty thousand miles in the interests of her company and is so enthusiastic it was most delightful to have her with us.

R. C. A.

Had such a gratifying jaunt via the old streetcar road around Land's End last Sunday. Hot, cold, foggy or clear, this vista always presents an inspiring panorama and we wonder, if in all the world, any large city can boast of such splendor of nature.

Looks like another walk would be on the program for February 14th—Valentine's Day.

February 1st—to the Geary to see *The Return of Hannibal* in a distinguished cast and Elaine—soon-to-be fourth Ex of John Barrymore. Price 50c.

February 15th—at the Curran Leslie Howard in Hamlet.

GERTRUDE D. TUBBS, Recreation Chairman

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GOWNS FOR INAUGURATION

Rose O'Brien Clearance Sale
of

Fall, Evening and Dinner Gowns will enable all our members to have a new one. Although at the wonderfully low price of \$8.75, many were as high as \$25.00.

Also clearance of Afternoon Dresses at \$8.75 and \$10.75.

140 GEARY STREET 2nd Floor

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

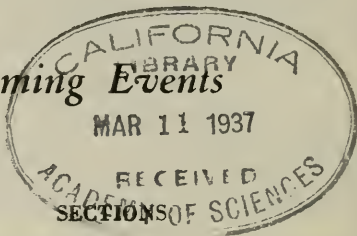
FEBRUARY 6, 1937

No. 6

Weekly Program



Coming Events



Feb. 8—Book Section, 7:45 P. M.

Feb. 9—Dancing Section, 6:30 P. M.

Feb. 9—Dramatic Section, 7:30 P. M.

Feb. 11—Choral Section, 6:45 P. M.

Feb. 11—Thursday Open House, 8:00 P. M.

Hostesses

Elsie P. Fear, Chairman

Phoebe A. Wramp Floy Murphy

Antoinette Choisser Laura Gleason Bayreuther

Nell C. Boardman Mary C. Daneri

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

A GALA EVENT

On the evening of February 11, please let the boy friend take out the other girl, for you cannot afford to miss the program Lorraine Graves has arranged for you.

1. Our own Choral.
 2. A talk by Edith Floyd.
 3. Piano solo, Trissie Miller.
 4. Poky Hontus, pantomime, starring the lawful Tubbs and the Holy Father Crockett.
 5. Vocal, *Festa la Guiba*, by Leoneavallo, sung by David Dare.
 6. One of our members has promised to dance for us.
- Until then do not get the flu.

R. C. A.

so much, so much—all bunched up!
There's THE BANQUET at the St. Francis on Saturday Night—the 13th—and everybody what's

what goes thither!

Sunday, the 14th—that's St. Valentine's and we gotta celebrate with the good old saint, by walking a bit—doncher know! Details next issue.

The very next night—Monday, the 15th, Leslie Howard in *Hamlet*. He's a nice sort of a guy, but no sax appeal! However, he don't need it in *To be or not to be*! I have the tickets—you got the price—so let's exchange. Curran Theatre, price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

HAYWARD

You are cordially invited to attend the Public Relations Dinner to be given by the Business and Professional Women's Club of Hayward, on Tuesday, February 9, at 7 P. M.

The meeting will be held at the Alabam in Ashland at San Lorenzo Junction. Rabbi Stern will be the speaker. Price of dinner, \$1.25. Make reservations with Mrs. Burlingame.

GALA INSTALLATION PARTY PLANNED

Good Program! Good Food! Good Company!

February 13 is the day, or rather the night, which you are to mark with a red star on your calendar. For that is the night of our annual installation dinner. This year it will be at the St. Francis again and will it be a grand event? It will! Lillian Palmer is coming all the way from San Diego to preside for us and we shall enjoy a delightful program under the direction of Howard Milholland, familiar to all of you as former manager of KGO and inimitable monologist, and the graceful Eva Garcia, charming Spanish musician. Make your reservations early.

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor Nancy Foster
2299 Sacramento Street
Associate Editor..... Betty Walton
Contributing Editor..... Edith C. Floyd
Club Reporter..... Margery Shaffer
Accounting..... Ruth P. Shaw
Advertising..... D. Roach Withers

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Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Office group supervisor (open to men and women).
Salary, \$75 a month and maintenance. Age limits, 25 to 50 years. Date of examination, February 20, 1937.

Inspector, Schools of Nursing (open to women only). Salary, \$170 a month. Age limits, 25 to 45 years. Date of examination, March 6, 1937.

MARGARET TORREYSON SPEAKS ON PUBLIC RELATIONS

Margaret Torreyson braved the storm on Thursday, the 28th, and went to Vallejo, where she addressed an enthusiastic group of Business and Professional Women on *Public Relations*. Inspiring was the word used by many of her hearers, who were intensely interested in the message brought them. And with one accord they expressed the desire to consecrate their club activities to bigger and better achievements so intimately and convincingly described by the speaker.

Vallejo has a charming club where hospitality radiated every corner of the dining room of the Casa de Vallejo Hotel. In our turn, it was inspiring to note the many activities of the club and the amount of business dispensed with precision in a minimum amount of time. Mrs. Ivah Wilson is president of the Vallejo Club and Mrs. Emma Falkenstein was the presiding officer.

Regardless of weather, we are all set for any such trip which may be presented, particularly if we can secure Louise Stivers as chauffeur. Her careful hand at the wheel piloted us safely through one of the worst storms we have ever experienced.

N. G. L.

CLUB NOTES

MARGERY SHAFFER

Delphine Morrison, at this writing, is in the Franklin Hospital recuperating from an operation. Our best wishes are extended to her for a speedy recovery.

Following routine business and Round Tables, the Stockton Club has planned a delightful pageant for our entertainment at the Bay District meeting February 6 and 7. If you have not made your reservations to go to Stockton, do so at once, as time is short.

Make your reservations for the installation dinner at the Fairmont, February 13. Bidding farewell to past officers and welcoming the new is one of the highlights of the year.

Anne McDonald was recently elected secretary, treasurer of Queen's Bench for the year 1937. Queen's Bench, which is an organization of women attorneys of the Bay area, took its name from the court which was formerly the supreme English common law court, known during the reign of a queen as the Court of Queen's Bench. Congratulations, Anne.

Mark up your calendar for May 7, 8, and 9, for the annual State meeting at Del Monte. With Ethel Johnstone as convention chairman, we know the entire affair will be snappy, but at the same time businesslike.

Thanks and appreciation to Mrs. Charlotte MacCuaig for the lovely tally cards used at our card party, January 28.

Daisy Denis surprised her friend Sara Rosenberg calling her up casual-like on making an engagement. Sara forgot it was her birthday. They met a group of club members, went to dinner, had a birthday cake and then to *The Cocktail Bar*. Careful, Sara; these bars are dangerous!!

Emma Maland's mother passed away at Heidelberg last month. We extend our sympathies to you, Emma!

HAPPY MEMORIES—VISIONS OF BLISS

HAPPY MEMORIES, always, when we think of our delightful At Home, January 28, and the merry group whose spirits were not one whit dampened by the forty-seven varieties of weather offering each enjoying a favorite game of contract, auction or what have you.

One hundred twelve tickets were sold — \$53.75 proceeds realized, and VISIONS OF BLISS — Thursday Nighters and ALL who attend various Sections — for there will be TWENTY-FOUR of those comfortable and beautiful new chairs to encourage that CORRECT POSTURE of tired business women and to stimulate better games and moral alert minds. In fact, those new chairs are so comfortable one might be inclined to join the SITTERS DOWN in that current popular indoor sport.

Excitement ran rampant when time was called and the fun of reckoning scores for first and consolation prizes — both contract and auction commenced — and the awarding of lovely door prizes to ten LUCKY ones. Delicious refreshments and much enjoyable chatter brought to a happy conclusion this very memorable evening.

To Florence M. Calderwood, chairman of the House Committee, her committee, the fine co-operation of the Thursday Night Committee, and Willing Workers too numerous to mention, we extend a vote of thanks and sincere appreciation for this substantial addition to our club rooms.

CALIFORNIA STATE FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN

Office of Convention Manager
One Eleven Sutter Street, San Francisco
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GREET'S YOU WITH
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Best you may have forgotten, overlooked, been
ent or what not, when Bulletin No. 1 appeared,
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holds forth at

DEL MONTE, May 7, May 8, May 9
h Reasonable Rates, Snappy Meetings, Construc-
ve Work and Plenty of Play Hours to prevail.
our committee went down to Hotel Del Monte
month for definite arrangements and the pic-
of our happy, well groomed, alive women in
session of this *Garden of the Gods* made the pulse
ken.

he hotel management diffused hospitality, sug-
ed ideas for our pleasure and were exuberant
co-operation. Everything possible is to be
e for our comfort and enjoyment—in fact, the
e is to be ours.

ormulate your plans to go—RIGHT NOW.
ARCH ON—BUSINESS WOMEN—TO DEL
NTE!

ETHEL M. JOHNSTONE,
Convention Manager.
GERTRUDE D. TUBBS,
Assistant Manager and Secretary.
HELEN WARD,
Assistant Manager.

Though rough my path may be, and long,
I'll grit my teeth and sing a song.
Though troubles come as billows roll,
No one shall say to me, "Poor soul,
Life got the best of him, no doubt;
He seems to be all down and out."

I may be blue; I'll never show it;
Discouraged, but no one shall know it.
Courage shall always light my eyes;
Hope falters, but it never dies.
With head held high, Life's foes I'll rout;
I simply *won't* be down and out.

ETHEL OSBORN HILL.

STRIPES WILL TELL

When the donkey saw the zebra,
He began to switch his tail;
"Well, I never," said the donkey,
"That's a mule that's been in jail."—Er.
A crowd of troubles passed him by
As he with courage waited.
He said, "Where do you troubles fly
When you are thus belated?"
"We go," they said, "to those who mope,
Who look on life dejected,
Who weakly say goodbye to hope—
We go where we're expected."

—Anonymous.

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POST-KNOW-WELL

Oh joy to us—Know-wells go on forever! Though the books be closed, there are those radiant with the spirit of hospitality and friendship, and the urge to do for the club. Our Belle Simmons—one of these. We fortunate enough to edge within her circle, entered a modest gateway to find ourselves amidst a bevy of individual apartments, encircled around a romantic enclosure of gardens, shrubs and steps. Descending to a far corner was Belle's habitat. Exclamations of delight! Our hostess has cut her locks! Um-um! I was reminded a *woman's crowning glory—her hair*. She looked a queen, and the setting of treasure with which she is surrounded makes the picture complete. Comfort, luxury, art, home! AND a view! San Francisco was weepy that night, but her myriad of lights anear and afar blinked howdy and the doughty little ferry boats plied their course, brave despite the inroads to their glory.

About thirty-five of us'n chattering, eating, merry-ing—and the collection: A nifty \$18 to start a Fresh Know-well for 1937!

BELLE—WE THANK YOU!

GURTY.

THE GAME

Somewhere in the game

Beyond the grip of battle and the dream
Of greater conquests and of richer fame

There comes the chance to lay aside the gleam

The gleam that men call glory—or renown—

But which is mostly myth—to lend a hand

To some fagged, reeling entry who is down,

And give him one more scrimmage with the band.

Somewhere in the game

You'll find a good bit more than winning strife,
The fickle cheering or the mad acclaim

That you once thought to be the sum of life;

How thin you'll find—vague and weak and small,

A drifting shadow in the phantom glen,

Where you might lift some pal who had to fall

And give him one more chance to start again.

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IMPORTANT RESEARCH QUESTIONNAIRE

Below is a new questionnaire sent by the Bay District. It deals with dependents and status of women in our club. The question of dependents is important because it is often the reason for difference in salary between men and women. It will often give the reason why women are employed and tells if the members of our club were affected by the depression and will help with the re-employment program of the older women.

Will you kindly fill out the questionnaire as soon as possible and return it either to me or to Mrs. Burlingame? PLEASE DO NOT SIGN YOUR NAME. THANK YOU.

- I. Dependents. A. Please Check. Yes No.
B. If Yes, give number.
- II. Status. A. Please check. Single Married
Widowed Divorced
- III. Has your job been affected by the depression?
A. Yes No.
B. If so, please explain.

2494 Mission St., San Francisco.

DR. PHILLIS BOURNE, Chairman, Research Committee.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

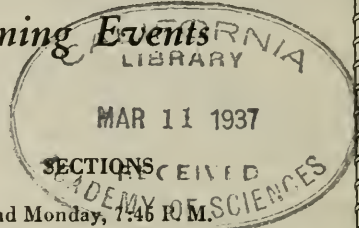
FEBRUARY 13, 1937

No. 7

Weekly Program



Coming Events



Feb. 18—Choral Section, 6:45 P. M.

Feb. 18—Thursday Open House, 8:00 P. M.

Hostesses

Hazel L. Ramon, Chairman

Anna Knief

Lydia Floan

Lillie Kuck

Lydia Johnson

Effie Gillespie

Eva A. Gregg

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

R. C. A.

Sunday Next—our day for AIR! Let's have a Sunday Pass—seems as if it were time to snoop around the city and see what's going on. We'll meet at the old camp ground: Third and Market—right there at the front of the Hearst Building. Sunday Next—February 14th, at 11:15 SHARP! BE SURE TO BUY YOUR SUNDAY PASS—20c.

Monday following—the 15th—at the Curran Theatre, to see Leslie Howard in *Hamlet*. Price 55c. Anna seat?

AND, I have two seats left for the opera *Martha* Saturday afternoon, February 27th—price \$1.10 a piece—who wants to buy?

GERTRUDE D. TUBBS, Recreation Chairman.

ANOTHER GOOD WORK

The City and County Federation of Women's Clubs are asking that chapels and libraries for men and women be installed in city and county jails toward the betterment and improvement of these prisoners. Also that an occupational program for women in the jail be considered. Judge Theresa Meikle is backing the move for establishing libraries and providing good reading material for prisoners. She also advocates a helpful rehabilitation program for women prisoners and suggests that a committee confer with the sheriff and work out such a plan.

MARION HAS MOVED

Kindly change your roster as follows: Marion Morris, residence 1360 Montgomery Street, Apartment 2, telephone SUTter 2111.

INSTALLATION DINNER!

Have you made your reservations yet for the Installation Dinner on Saturday evening, February 13, at the St. Francis Hotel? Checks (\$2.50 per plate) should accompany the reservation. It is our real party of the year and you can't afford to miss it. During the dinner there will be intervals of music and after it a varied program. Have you heard Howard Milholland, impersonator and raconteur, and Miss Eva Garcia, musician, together render *The Old Bookkeeper*, *Street Cries of Old San Francisco*, and *Romeo in Georgia*? Or Mr. Milholland alone in his delightful characterizations? Or Miss Garcia in her charming Spanish costume at the piano? No? Then you can't afford to miss them. Have you enjoyed our own Lillian Palmer on other occasions as hostess of the evening? Yes? Well then you know that you can't afford to miss her either. Have you been proud of Marion Morris as leader of the club this year? Then let's give her a good send-off. And let's greet Amanda with full enthusiasm—in other words, let's make that reservation now.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347
Subscription rate.....\$1.00 per year
Single copies......05

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BUSINESS WOMAN

EditorNancy Foster
2299 Sacramento Street
Associate Editor.....Betty Walton
Contributing Editor.....Edith C. Floyd
Club Reporter.....Margery Shaffer
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

OFFICERS

PresidentMarion Morris
First Vice-President.....Amanda T. Heuermann
Second Vice-President.....Hazel J. Oppenheimer
Recording Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Reta W. Marshall
Honorary President, Lillian Palmer

DIRECTORS

Margaret Bell Nan G. Lawrence
Edith C. Floyd Enaid C. Jones

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CHORAL SECTION

February 4 was a rainy and stormy night, but even so those who attended the Choral were happy to be among those present. It was the time for the selecting and announcing of a new chairman for the coming year, and when a few moments were turned over to Mrs. Phoebe Wramp for business, one name only was given as her successor and it was with a great deal of joy when Mrs. Grebinar announced Anita Mayer for the new chairman.

We all know Anita and are familiar with the good work which she has done throughout the years she has been a member. For many reasons we are sure she will put in every effort in her chairmanship and will do all in her power to help the Choral.

And now, how about the Choral itself? Don't you think we ought to help Anita and give her our support? Let's get together and everyone who is interested tell her so by coming to practice every Thursday night. With three such persons as Anita Mayer, chairman; Mrs. Pauline Williams, director; and Trissie Miller, accompanist, the Choral Section is sure to stride ahead.

The Section takes this means of telling Phoebe Wramp how much we appreciate having had her for the past year and for the many good things which she did for us in that time.

Promptness is our watchword, so be on time at 6:45 next Thursday night.

Join the Choral NOW.

CLUB NOTES

MARGERY SHAFFER

Our library has been increased again, this time by four books, the gift of Jean Kerrison. We cannot supply the names of them at this time as all of these books were checked out immediately. Thanks, Jean.

Register for the Installation Dinner at the St. Francis, Saturday, February 13, if you have not already done so. In last week's issue your reporter said *Fairmont*; the error escaped the eagle eye of our editor and proofreader, so please forgive as we offer apologies for the misnomer.

State President Carolyn Weber writes: "Following a trip to Imperial Valley I was taken ill with the flu, but am better and the skies look brighter. I am looking forward to being with you on the thirteenth as I have not missed an installation of my own club in years, so please make my reservation. I send kindest regards to all."

We are delighted to report that through the club and popular donations of members we were able to send \$100 to the Red Cross as our bit toward aiding the flood sufferers.

We are happy to welcome Agnes de Puy. She has been up in Tacoma for several months, where she was busy writing continuity and presenting it over the radio during *Women's Hour on the Air*. Since returning, she is located at 450 Sutter Street, DOUGLAS 4415, as executive secretary and assistant to Dr. L. Cody Marsh. Her home address is Commodore Hotel, 825 Sutter Street, room 1525, telephone ORdway 6921.

A handy place to stop and dine, either for luncheon or dinner, opened last Saturday night at the Beresford Hotel, just a few doors from the club. And here's the WHY of this write-up: our member Bert Stalder is the assistant manager. See her advertisement elsewhere in this issue.

At the thirty-second convention of the House of Churchwomen of the Episcopal Church, held recently Eva A. Gregg gave a splendid résumé of her work among young women. Eva, being director of the *Girls' Friendly Society Lodge* on Sutter Street, is well qualified to cover this subject fully. Incidentally, Eva confided: "I am getting so much pleasure out of my membership in the B. & P. W.!" Don't we all???

During a recent meeting at the Clark Hotel, San Jose, Florence Stahl represented the club in recognizing the four charter members of the group who still remain in active service. Dr. Minerva Goodman, Ruth Bennett, Catherine Tully, and Josie Hogan were the four who received gifts from the club in recognition of activity since 1921, the year of organization.

Nell Palmer and her nieces have been ill with the flu, but are better now. This accounts for Nell's absence from the club. In the meantime, she extends her love and best wishes to the incoming president and officers and hopes to greet them personally in the very near future.

My! are we not proud of our two dozen comfortable new leather folding chairs, purchased by Florence Calderwood, house committee chairman, with the proceeds of our card party. Since then Myrtle Lieb and Ada Brace have sent in their checks for us to buy two more, so now we have twenty-six. Many thanks, Myrtle and Ada.

THE RECEPTION COMMITTEE

1936 expresses its thanks and appreciation to the club members who contributed so much in the way of gifts of cakes and other good things to eat, and for advice and suggestions which were so freely given and all for the purpose of adding happiness and pleasure to our Thursday open house.

If it were possible, the Reception Committee of 1936 would like to express its thanks and appreciation to each member personally.

That not being possible, the committee seeks this medium of expressing its thanks and appreciation.

THE RECEPTION COMMITTEE.
MINNIE E. KORN, Chairman.

SNOWTIME IN YOSEMITE

What loveliness awaits those who trek into Yosemite after snow has started to fall—forests ofately firs with boughs bent heavily beneath fresh beauty bestowed upon them; fields and meadows, better known as stretches of green and flowers or carpets of soft autumn shades, are now expanses of whiteness where not even a bird track can be seen. Great rocks assume grotesque forms under a mantle of snow. Nearer the river and close to groups of buildings stand the friendlier sort of trees, whose shade invites us in the summer to enjoy the coolness of their leafy branches, now leafless—but, oh, so beautiful as the flakes rest lightly on bough and branch, transforming them into exquisite patterns of lace. Most of the roads are kept clear and they are like soft gray ribbons about the valley floor. The river slides along its winding course—a black, tent leather strip, dotted here and there with tiny islands of spotless white.

The gigantic cliffs of granite rise in even greater majesty. As the clouds lift, a rocky point or ledge, a single tree stands out as though suspended in air. The morning walk to Mirror Lake is remembered particularly for the scene at a turn in the road. The clouds lifted entirely on Half Dome just long enough to give the complete reflection, between two trees, in the inky blackness of the river—then the clouds dropped again, the snow fell fast and the snow disappeared.

The familiar Lodge and great, wandering Ahwahnee stand like houses of gingerbread decorated with white frosting, and the smoke curling from their chimneys and twinkling lights send forth a very greeting or warm farewell.

For those who can tear themselves away from the endlessness of the hotel lounges and solarium, the drive to Badger Pass is an experience to linger long in one's memory—speeding across the meadows, over the bridges, through Old Village and on to the snow tunnel road; then through the tunnel and up and up and on to Chinquapin, around the cliffs and again to the tiny, snow-covered ski house at Badger. There one may rest in an attractive lounge, a great fireplace, and eat and watch the skiing—from novice to professional—so comfortably through large windows. Or, if adventurous, one boldly walks through the building, has skis strapped to his legs—and then gives an exhibition of how many ways one may get thoroughly tangled up, either in the process of falling down or in attempting to get up.

And the night—clear, black, lit with countless stars, and a full moon shining down on a spotless path and casting weird shadows through the trees. Such a night the Fire Fall seems to flow down the sides of Glacier like a great waterfall of melted gold.

Lounging in a low, comfy chair before one of Ahwahnee's massive windows, watching snowflakes add beauty to beauty, it is easy to feel the harmony, peace, and rhythm of the universe; to realize that the loveliest things come silently, gently, in perfect order, each individual part a thing of beauty and all necessary to forming a perfect whole.

SHIRLEY RADKE.

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OUR NEW OFFICERS

At the annual election held on Tuesday, February 2, the following officers were unanimously elected to serve for the ensuing year:

President.....	Amanda T. Heuermann
First Vice-President.....	Hazel J. Oppenheimer
Second Vice-President.....	Margaret Bell
Secretary.....	Gertrude D. Tubbs
Treasurer.....	Rose A. Bezek
Auditor.....	Nancy Foster
Directors.....	Grayce Dempsey, Ethel M. Johnstone
Senior Directors held over from last term.....	
.....	Enaid C. Jones, Edith C. Floyd
.....	GERTRUDE D. TUBBS, Secretary.

THURSDAY NIGHT

Too bad we could not show off our pharmacist from the Mission, on Thursday evening. Miss Butler, a prospective member and also a pharmacist, was our guest and of course we told her all about Lucille Caesar.

Flapper Ida Reed was not with us either. But outside of these two members, we cannot think of any other member absent.

Such a crowd, the committee is still dizzy. But, boy, we sure think they all had a good time.

Oh, and the refreshments—right to our taste. Ada Brace, please accept our sincere thanks for your generosity.

On Thursday evening, February 18, it will be the membership's pleasure to greet our new hostess, Mrs. Edna Ayers Rowe. What a great year is in store for us with such an efficient head as Hostess Edna!

THE RECEPTION COMMITTEE.

THE WORKER'S STATUS AND OUR OWN

Effort to Improve Working Conditions is the subject under discussion in our January program. It is a matter which we need approach in no idealistic, lady bountiful frame of mind. Here is a question which affects your bread and butter, and mine.

True, you may not be exploited in industry; you may at present be earning a living wage, and more. But when the next depression comes, what then? Will you keep your job? And another depression will come—be sure of that—unless we find means to forestall it.

Increased buying power of the masses, a broad distribution of wealth, are imperative, if we would avoid other economic cataclysms.

The present social security program will help. Recent wage increases, stimulated by recovery and by the tax on undistributed earnings, are encouraging. But wages in many industries, especially women, remain unbelievably low; hours of labor too long for individual well-being, or for the social good.

Labor—and labor logically includes white collar workers—has two effective means of securing better working conditions: through organization, and through legislation. (Interstate agreements have helped to a certain extent; voluntary agreements, hours and wages in certain industries have better conditions, but few industries are affected.) It is a sad commentary on our civilization that the greatest single attack upon civil liberties in America has been in the states where force and violence have been utilized by employers, vigilantes and mobs against workers who attempt to organize and carry out a program for their economic betterment. Labor has the right to organize and bargain collectively, to pick peacefully, should be unquestioned.

While many obstacles have stood in the way of adequate labor legislation, there has been some progress and, lately, growing interest.

Summarizing progressive labor laws adopted in the past few years, Secretary of Labor Perkins mentioned recently: shorter hours in thirty states; protection against accident and industrial disease in sixteen states; regulation and abolition of home work by three states; maintenance of State Employment Services in co-operation with United States Employment Service by forty states; curb on the issuance of injunctions in eighteen states; establishment of sixteen-year minimum for the employment of boys and girls in seven states.

In no way can we function more effectively as citizens than by assuming leadership in our state and communities to put such worthwhile legislation on the statute books.

CHARL ORMOND WILLIAMS, President
National Federation of Business and
Professional Women's Clubs, Inc.
Independent Woman

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BASIC ECONOMICS IS TO ALL THESE PROBLEMS.

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TWO NEW CLASSES STARTING WEDNESDAY, FEBRUARY 17TH, at 83 McAllister Street, San Francisco. Afternoon class (2 to 4 p. m.). Evening class (7:45 p. m. to 9:45 p. m.). Correspondence Courses also given. For full information write N. D. Alper, Extension Secretary, 83 McAllister Street, San Francisco. Phone HEmlock 4780.

"The World Is Our Campus."

SPECIAL COLLECTIONS Left
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

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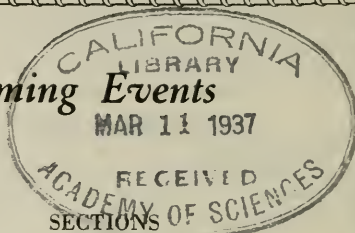
FEBRUARY 20, 1937

No. 8

Weekly Program



Coming Events



Feb. 22—Civic Section postponed to March 1.

Feb. 23—Dancing Section, 6:30 P. M.

Feb. 23—Dramatic Section, 7:30 P. M.

Feb. 25—Choral Section, 6:45 P. M.

Feb. 25—Thursday Open House, 8:00 P. M.

Hostesses

Helen Meilke, Chairman

Lillie Kuck Susie Hicks

Miss Lewis Pearl Parr

Miss Nyma Miss Seary

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Comes a new club year and we look to cement old friendships, welcome new ones and promote happy times. For newer members, R. C. A. is little *nom de plume* standing for *Recreation — me along*. Whate'er we do, where'er we go, welcome is the password. We expect to walk, to ride, investigate our city; to theatre at the best shows; adventure around the bay shores when the spring and summer greet.

For the present, the weather with its uncertainties alters immediate activities. However, we will plan jaunt for Sunday, March 7th, so keep the date!

Monday nite, March 1, Jane Cowl, at the Curran First Lady. Tickets, 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

As the fourth Monday in February is a holiday, a meeting of the Civic Section will be postponed March 1, 1937. Please watch THE BUSINESS WOMAN for announcement of program on that date.

EDNAH M. BUTLER, Chairman.

DRAMATIC NOTES

It is with great pleasure that the Dramatic Section is announcing that Miss Vutura Dudfield has been elected as chairman for the coming year. She comes to you with training and talent as well as an exceedingly charming personality and we feel absolutely sure you will have a splendid and enjoyable year under her leadership.

Miss Dudfield will be ably assisted by the secretary, Miss Lillie Kuck. Both members, you will remember, have done very fine work in the group during the past year.

The next meeting of the section will be in the club rooms Tuesday evening, February 23, at 7:30. Copies and instructions for the lesson for the class in March with Mrs. Hackett may be secured at that time.

ELSIE FEAR.

WE HELP A LITTLE

We were pleased to learn that after our last business meeting, when the needs of the Eastern flood sufferers were set forth, that our members had contributed \$100 to this very worthy cause.

GREETINGS

TO THE NEW OFFICERS AND CHAIRMEN

from

THE OLD ONES

May your year be as happy and as filled with pleasant experiences as ours has been and may you receive the whole-hearted and loyal support from the membership of the club that we have enjoyed.

FEB 19 1937

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Treasurer.....Rose A. Bezek
Auditor.....Lola D. Stillman

DIRECTORS

Grayce Dempsey Ethel M. Johnstone
Edith C. Floyd Enaid C. Jones

CHAIRMAN OF STANDING COMMITTEES

Finance.....Ethel M. Johnstone
House.....Elizabeth Dutot
Membership.....Nan G. Lawrence
Program.....Lucia Steidel
Reception.....Edna A. Rowe
Publicity.....Reta W. Marshall
Ways and Means.....Margaret Bell

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Position vacant:

Teacher of domestic science, Institution for the Feeble-Minded (open to women only). Salary, \$95 a month and maintenance. Age limits, 21 to 50 years. Date of examination, February 27, 1937.

THURSDAY EVENING

Again there were many of our members and friends who came to spend an evening at home last Thursday. The program our hostess had arranged was surely a jolly one and every one said it was very enjoyable. There is no doubt about the future of the Choral Section under the leadership of Mrs. Williams, so ably assisted by Miss Miller at the piano. Both are so very generous with their music and we do appreciate it very much. The numbers rendered by the group showed great promise. The selections sung by Mr. David Dare were splendid and we hope we will have the pleasure of hearing him again. The number by the Thursday Nighters was unique as well as educational.

Many thanks are due to Phoebe Wramp, Leola Good and Laura Bayruether for the delicious refreshments planned in such a way as to add much to the at home atmosphere.

So long, Minnie; we have had a happy year under your leadership as Hostess Chairman and know that your committees feel that it was a job surely well done.

ELSIE FEAR.

CLUB NOTES

MARGERY SHAFFER

The last time we reported the activities of Mabel Pinger in Gahanna, Ohio, we told about the blizzards and winter frosts. This gave entirely the wrong impression because Mabel, not being a weather prophet, thought winter had set in to stay below zero. By the time THE BUSINESS WOMAN had reached her a week later, Gahanna was enjoying delightful weather. In fact, the entire winter had been the mildest in years. Mabel reports they are outside of the immediate flood area but are ever alert to be of assistance to those less fortunate.

Our heartfelt sympathies are extended to Hazel Mangels and her family, in the passing of the mother, Mrs. Mangels, on February 10.

A Speakers' Bureau has been established under the sponsorship of the Girl Scouts. Dr. Friebe Kruse, an ardent worker with this group, is on the bureau's listing. These speakers stand ready at all time to talk before clubs, organizations and radio audiences.

Lucia Steidel left last Friday night on a vacation of about ten days. She has gone to visit an aunt and an uncle living in Tucson, Arizona, and when she returns we know she will be busy preparing interesting programs for our pleasure.

Two visitors in the city who have enjoyed meeting some of our group are Mrs. Linda Follett of the Monterey Club and Mrs. Adelaide Sanborn of San Rosa. One of the nice things of our organization is the fact that when you are away from your local club, there is usually a B. & P. W. group waiting to greet you at your destination, whether in this State or abroad. Is it not so?

Your reporter has enjoyed the past two years splendid co-operation, and without your help the column would have been nil many times. Your new reporter, Cornelia Seeley, is asking for the same generous contributions. Thank you!

OUR FAREWELL

Once more the cycle of time brings us to the close of a club year and closes our duties and pleasures in the service of our publication. We who are about to retire from the staff hand over the responsibilities with a feeling that the year has passed all too quickly and we have not accomplished nearly all the things we set out to do. We greet the new staff with best wishes for their success and we hope for them the loyalty and co-operation which we have enjoyed.

The editor wishes to express her thanks and appreciation to the members of the staff who have been so faithful throughout the year and who have always been on the job ready to do anything that was requested to do.

May the coming year be as happy and successful to the new regime as the past one has been to us.

DINNER FOR DR. MAGDA DE SPUR

Under the sponsorship of the San Francisco S. Optimist Club invitations have been sent to the women's service clubs represented in the President's Council, which includes the Business and Professional Women's Club of San Francisco, Association of Women Dentists, California Association of Leg. Secretaries, Classroom Teachers' Association, Credit Women's Breakfast Club, Credit Women's Club, The Nomads, Progressive Business Girls' Club, San Francisco County Nurses' Association, San Francisco Organization for Public Health Nursing, St.

San Francisco Women Physicians' Club, San Francisco Women's Traffic Club, Queen's Bench, and the Young Women's Christian Association.
 Invitations were also sent to all clubs in the City and County Federation of Women's Clubs.
 Dr. de Spur is making a lecture tour in this country and the dinner in her honor will be held in the Colonial Room, St. Francis Hotel, Wednesday, February 24, at 7 P. M. \$2.25 per plate. In Budapest is distinguished lecturer is spoken of as *not the woman of today but the woman of tomorrow*. She has lectured before many clubs in most of the European cities and to all she has brought a message of friendship from the women of Budapest. A sumé of her delightful background and cultural interests is appearing in the daily newspapers and publicity to this woman of distinction. Reservations beginning in for the dinner show the keen interest among the women of San Francisco and the Bay region. Make your reservations with Mrs. Burlingame.

NEW MEMBERS

The following have signed up for membership during the month:

Waxter, Miss Lenore J.
 Western Women's Club
 609 Sutter St.—PROspect 2500
 Editor California Feature Service
 111 Sutter St.—EXbrook 1269

Washop, Miss Sylva
 Hotel Somerton
 440 Geary St.—GRAYstone 4411
 Accountant, J. A. Baker, Inc.
 3160 Mission St.—VALencia 0828
 (Transferred from Salinas Club)

Wadley, Miss Anita
 15 Merced Ave.—OVERland 5105
 University of California Research
 Berkeley—ASHberry 6000

Wadley, Miss Belle
 15 Merced Ave.—OVERland 5105, Local 391
 Secretary and Assistant Manager
 Nosler Fruit Co.
 314 Front St.—SUTter 9780

Wickwood, Mrs. Ethel
 1355 Leavenworth St.—PROspect 7870
 Transfer from Santa Ana

Watts, Mrs. Fay King
 137 Twenty-first Ave.—SKYline 2278
 Executive Secretary and Office Manager
 West-Holliday-Morgensen Co., Inc.
 450 Mills Bldg.—GARfield 2003

have found such joy in simple things:
 A plain, clean room, a nut-brown loaf of bread,
 Cup of milk, a kettle as it sings,
 The shelter of a roof above my head;
 And in a leaf-faced square upon a floor
 Where yellow sunlight glimmers through a door.

I have found such joy! I wish I might
 Tell every woman who goes seeking far
 For some elusive, feverish delight,
 That very close to home the great joys are:
 These fundamental things—old as the race,
 But never, through the ages, commonplace.

G. N. CROWELL.

TAKE YOUR CHOICE

San Mateo B. & P. W. C. invites us to its International Relations dinner at the Benjamin Franklin Hotel February 23. Price of dinner, \$1.10.

Alameda Club invites us to its Legislation Dinner meeting at Hotel Alameda, February 23 at 6:30 P. M. Price of dinner, 75c.

Make reservations with Mrs. Burlingame.

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GOD SAVE THE MARK!

So commented one of our most voracious members in reporting that the following conversation actually took place in her office between her secretary and a woman who is preparing to be a business woman:

A larger than average middle-aged woman stamped into the office, glared at me, and burst forth:

"Young lady, how can you have your office in a building into which I can't bring MY dog? Why don't you move out? There are lots of office buildings around town. Why DO you have your office in such a building? How can you stay in such a place?"

I stood and gazed at her black broadcloth coat covered with dog hair and smeared all over with muddy tiny footprints, and tried to keep my face straight. I thought she was joking, but she went on:

"Imagine, having to go into a building that won't accept my dog, MY dog!"

I realized she was serious and momentarily hysterical. "I am very sorry," said I, in a low, quiet voice, "but the building has a very strict ruling about dogs, and—"

"Then, why don't you move out?" she yelled.

"It would require more than the matter of dogs to urge us to move. This location is just right for us."

"But imagine making such a ruling."

"Several years ago, a woman brought a dog into the building and a very unpleasant experience was the result," I offered calmly, with face set.

Glares from the woman.

"And," I continued, "we're not here for any such purpose."

"WHAT purpose?"

"The purpose of entertaining dogs in the office," I blandly remarked, surprising myself at my control. She gasped.

"Well, I'm not sure I want to buy anything from an office that is in such a building as this—a building into which I can't bring MY dog."

"Sorry, you must suit yourself," said I.

Another gasp.

"Can I get these books anywhere else in the city?"

"Probably not, but you might try."

She looked at me, stopped growling and yelping, looked at several books, talked them over with me, bought all of them, smiled magnificently as she paid for them, and bade me a very sweet goodbye.

And all in the office who heard it, including two teachers, burst forth into wild laughter.

KNOWELL DINNER

Last Saturday, February 6, Marie Wilkening gave a Knowell dinner at her home. The big fire in the grate greeted us, as we entered the living room, and we were indeed elated, as it was such a cold night and the fire was huge. Words cannot express the delightful dinner. The table was a picture and the food delicious. After lingering at the table and talking about everything in general, we enjoyed a most amusing game of Dutch Whist. Minnie Korn and Lillian Elias carried off the prizes, after a hard battle with the other players. Toward midnight, we bade our hostess good night, each one going home with the thought that *Knowells are such fun*.

FASHION SHOW AND BRIDGE

Alameda B. & P. W. C. invites you to a Fashion Show and Bridge, Tuesday, March 9, at 8 P. M., in the ballroom, Hotel Alameda. Tickets, 50c. Make reservations with Mrs. Burlingame.

GIRL SCOUTS BIRTHDAY

There must be a good many American mothers who look back on happy girlhood days as Girl Scouts and who now have daughters of their own who are Scouts — or who are getting ready by being Brownies. For on March twelfth of this year the Girl Scouts celebrate their twenty-fifth anniversary. It was just a quarter-century ago that Juliette Gordon Low formed the first troop. That was at a tea party in Savannah, Georgia. And now the campfires of Girl Scouts burn in more than fourteen thousand American places. There are nearly four hundred thousand members. There are 14,251 troops of girls between ten and eighteen years of age, and 1,700 Brownie packs of girls between seven and ten. More than four hundred places there are "Little Homes," headquarters maintained by local and national Scout organizations. And there are three hundred and fifty regular camps where the girls and their leaders go in summer for weeks of hearty outdoor living. Of the fifty-two badges that a Girl Scout can earn, twenty-two are for outdoor doings such as swimming, gardening, the observation of animals. There are eleven badges for household activities; nine for cultural interests such as dancing and art, and ten for miscellaneous achievements.

Good citizenship plays a great part in the ideal and practice of Scouting. Many a community will long remember the good work that the Girl Scouts did during the floods of last spring, and many a park and playground blooms with shrubs planned by the Scouts. Being a Scout gives a girl a running start toward being a good housewife, a good sportsman and a good citizen.

We have come a long way from pantalettes and slacks, a long way from the day when Curly Locks sat on a cushion sewing fine seams, to this better day when a girl can spend the morning sewing and spend the afternoon climbing trees without being called either a softy on the one hand or a tomboy on the other.—*Woman's Home Companion*

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SPECIAL COLLECTIONS FEB 27 1937
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

FEBRUARY 27, 1937

No. 9

Weekly Program



Coming Events

March 1—Civic Section, 7:30 P. M.

March 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

March 4—Choral Section, 6:45 P. M.

March 4—Thursday Open House, 8:00 P. M.

Hostesses

Lucy Edwards, Chairman	
Mary Fromhagen	Lydia Floan
Mary Fish	Shirley Lane
Anna Knief	Alice Kennedy

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, Prospect 8347

GREETINGS!

A hearty greeting to all—old members, new members, and prospective members of the Business and Professional Women's Club of San Francisco, Inc.

As I look at that little "Inc." at the end of our title, I am suddenly impressed by its importance. It may seem insignificant in print; in fact, I doubt if we ever pay much attention to the poor little thing, but, oh, how full of meaning it is!

In consulting a dictionary you will find the following under the heading of "incorporate": "to combine together so as to form one harmonious whole." That is just what our Club should mean to us, a combining together to form one harmonious whole, a combining together for advancement, for understanding, for friendship!

Marjorie Shuler, our National Corresponding Secretary, recently interviewed a group of leaders in the feminist world, and asked them: "Is the work of women for a united World hampered by disunity in their own ranks? Do women indulge in words without works, talk about peace abroad without sufficient effort for peace among themselves? Do women belie their own objective of equal rights for nations by denial of equal rights for one another?" I further quote: "All (the women interviewed) have worked in the ranks of the woman's movement. All praise women for what they have accomplished. But all of them believe women's groups have not done all they might do and that until individual women learn mutual respect for and understanding of one another, they cannot work wholeheartedly and successfully for more remote objectives."

So, let us have greater respect for that little "Inc." and all it represents, and prove that this "women's group" can and does work and play wholeheartedly together.

AMANDA T. HEUERMANN, *President.*

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....\$1.00 per year
Single copies......05

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BUSINESS WOMAN

Editor.....Betty Walton
1840 Clay Street
Associate Editor.....Shirley Radke
Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

OFFICERS

President.....Amanda T. Heuermann
First Vice-President.....Hazel Oppenheimer
Second Vice-President.....Margaret Bell
Secretary.....Gertrude D. Tubbs
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Finance.....Ethel M. Johnstone
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Membership.....Nan G. Lawrence
Program.....Lucia Steidel
Reception.....Edna A. Rowe
Publicity.....Reta W. Marshall
Ways and Means.....Margaret Bell

IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIC SECTION

On Monday evening, March 1, 1937, at 7:30, we shall have with us as guest speakers two prominent attorneys, who will discuss the proposed changes in the Supreme Court of the United States. Mr. Samuel W. Gardiner will speak in favor of the reorganization of the court, which our President deems necessary to enable him to carry out his program, and Mr. Arthur B. Dunne will speak in opposition to the proposed legislation.

Come and join in the discussion of this subject.

We shall also hold an election to choose a new chairman for the section.

EDNAH M. BUTLER, Chairman.

ILLUSTRATED LECTURE ON NORWAY

On Thursday evening, March 4, the hostess committee has planned an illustrated lecture on Norway by Miss Gladys Petch. Miss Petch is a native of Norway and is on her way to this country to lecture about her country. We hope everyone will take advantage of this grand evening. The hour is 8:30 o'clock.

EDNA A. ROWE, Chairman.

CLUB NOTES

By CORNELIA SEELEY

Greetings from your new reporter! In this column we record bits of personal news about club members. YOU are interested in knowing about the comings and goings and doings of other members others are equally interested in what you are doing. I shall welcome calls from any of you telling me items of interest about yourself or about others. My office telephone number is KEarny 5144; my home ORdway 2432.

Merle Curington is enjoying a visit from her father, Mr. A. H. Titus, of Minneapolis, Minnesota. After spending a month with Merle, Mr. Titus plans to visit southern California en route to his home.

Josephine Rudasill and her husband spent last week-end in Martinez with Rudy's mother and sister. They were accompanied by Merle and Ean Curington and Merle's father, Mr. Titus.

Edith Floyd and her sister Louise have both been confined to their home in Alameda for the past few weeks by illness.

Irene Sheehan is ill with flu. Rose O'Brien is reported down with it; Daisy Denis is convalescing and Mary Knight has been making some sort of record by having flu four times this winter!

Marie Jensen has been appointed chairman of the evening section of the Stanford Women's Club.

Dr. Eleanor Chambers gave an interesting talk on Ireland at the Travel Luncheon in the Women's City Club on February 19. Dr. Chambers will give another talk on the same subject at the buffet supper of the American Association of University Women on April 5.

Minnie Korn, our 1936 hostess, has been honored by election to the office of president of the Women's Traffic Club. Nan Lawrence, our new membership chairman, is a director of the Traffic Club for 1937.

Ellen F. Heady is moving in with Ruth Shaw at 721 Geary Street, Apt. 21. Her telephone number is ORdway 7605. Please change your roster.

Nancy Foster and her mother are leaving March to make their home in Los Angeles. We shall miss Nancy at club affairs. Best wishes always.

Lina O'Connor's new address is 1138 Taylor Street; her telephone number, PRospect 4307. Lina is working for Leland S. Rosener at 233 Sansome Street, telephone EXbrook 0057.

Lillian Elias is playing nurse to her sister, Mrs. Morris, who had the misfortune to fall downstairs and sprain her ankle.

Flat on her back and in a heavy cast since the day before Thanksgiving, Barbara Greene manages to keep cheerful in room 609 at St. Francis Hospital. She welcomes visits or telephone calls from club members.

Margery Shaffer has a most interesting letter from Virginia E. Russell of the Maywood, Illinois Club. Miss Russell visited our club in 1935 en route from the Seattle convention and sends her regards to those of us whom she met at that time.

Here's an excerpt from Lillian Palmer's letter to Gurdy: "On getting home Sunday morning, I found the whole mountain side, trees and all, had slid down and sought shelter in our garage. If I hadn't had the car a-visiting with the club, there wouldn't be any car, only a pile of junk, so I have one more score upon which to love the club." Aren't we glad that Lillian and her car were in San Francisco on February 13!

Dr. Harriet Ward sends greetings to the club. She is unable to go out occasionally in the daytime, but hopes not to venture forth at night. We hope she will be able to join us at club affairs soon.

CHORAL TUNES

Your new chairman wishes to extend to each and every member a most cordial invitation to join our Choral Section.

You are not required to have a voice of volume or training; choral work is a general ensemble of voices and so many of you have just the voice, just the tone we need to complete our group. We are going to attempt music within our scope, within our range. We are going to promote friendships and we hope to have many gatherings and hours of pleasure during the year. We have been fortunate to inherit from our previous chairman so fine a leader, co-operative, understanding and congenial; and our member, Trissie, she is just the accompanist to give pep. So come on, all you who enjoy singing, who want to get acquainted, who like music, our greetings and welcome to you!

ANITA K. MAYER, Chairman, Choral Section.

LAST OF THE KNOWELLS

Three dollars will take care of your obligation, if you are unable to give your Knowell Party on account of illness or for some other reason. Please contact the Knowell chairman, thereby eliminating correspondence.

EDNA A. ROWE, Chairman.

CLUB MEMBERSHIP

Are you one of those members fully enjoying your club privileges? If so, you undoubtedly have some friends with whom you wish to share these joys. Will you therefore either contact these individuals or give the names and addresses to any member of the membership committee? This gesture of co-operation will be deeply appreciated by

ANN McDONALD,
ROSE O'BRIEN,
LOLA STILLMAN,
ADAH RUTH TAYLOR,
NAN G. LAWRENCE, Chairman.

Sub-committee:

LUCY EDWARDS,
JEAN KERRISON,
PEARL PARR.

R. C. A.

Had a Sunday Pass Day last week — what we learned about our abominable street car service — whew! Nuf ced! We circled around our waters' edges from Telegraph Hill (and we peeked at Marion's new apartment), around the Breakwater at the foot of Van Ness Avenue (did you ever go out there? — it's great sport); refueled at Fishermen's Wharf and then on out to the Ocean Front. The air sparkled with clarity; we full of life and chit-chat; arrived home at dusk, content with another perfect day in our GREAT CITY.

Next adventure, Sunday, March 7th, out to the Golden Gate Bridge. Details next issue.

Theatres: Oh, Leslie Howard in Hamlet was a rare treat — a new Hamlet! Specially fine support. If you missed it — alas!

Now comes another big night, Jane Cowl in a delicious comedy, *The First Lady*. Jane, the wife of a Secretary of State, her pet enemy a lady of the Supreme Court Justice. Can you fancy the biting comedy of manners! Price — 55c. At the Curran, Monday Night, March 1st. Tickets, right now.

REMINDER to those having opera seats:

Saturday Matinee — February 27th — *Martha*; and Wednesday Evening — March 3rd — *Jewels of Madonna*. GERTRUDE D. TUBBS, Chairman.

COMMITTEES

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Ethel M. Johnstone, Chairman
Ida J. Lord, Carolyn Nelson

House Committee

Elizabeth Dutot, Chairman
Nettie B. Smith, Jeanne Jackson
Anne P. Attridge, Lillie Kuck

Membership Committee

Nan G. Lawrence, Chairman
Anne McDonald, Lola Stillman
Rose O'Brien, Adah Ruth Taylor

Sub-committee

Lucy Edwards, Jean Kerrison
Pearl Parr

Program Committee

Lucia Steidel, Chairman
Mary Baker, Pearl Parr

Publicity Committee

Reta W. Marshall, Chairman
Isabelle E. Banz, Florence C. Attridge

Enaid C. Jones

Reception Committee

Edna A. Rowe, Chairman
Lucy Edwards, Nettie Smith
Helen Mielke, Lydia Johnson
Hazel Ramon, Anne McDonald
Lorraine Graves, Elizabeth Dutot
Bertha Hancock, Lulu Brunson

Vetura Dudfield

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Bertha J. Dale, Chairman
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Margaret Torreyson, Phoebe Wramp
Ways and Means Committee
Margaret Bell, Chairman
Isabelle E. Banz, Sylvia Kempton

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6. Ways to Increase Retention.
7. Setting the Stage for Efficient Reading and Study.

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FERN McGRATH, Ed. Dir. (Club Member)

THE PSYCHOLOGIC CENTER

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Greetings from your new editor — she may be a hard taskmaster if the copy problem, which has confounded all editors, is not solved. For, after all, THE BUSINESS WOMAN is our club spokesman and must be the voice of members. If you desire an interesting paper, then you must submit INTERESTING material regarding section and other club activities.

Please send copy to my home, 1840 CLAY STREET (never to my office) to reach me by SATURDAY NOON.

BETTY WALTON.

OUR SYMPHONY

Yes, it was proven that it takes more than a deluge to prevent a goodly number thronging the lovely Colonial ball room of the St. Francis Hotel, to honor our outgoing and incoming Officers at our annual birthday party on February 13. They had taxied, trollied, motored, and our beloved Lillian Palmer, who acted as toastmistress, told us she had "flew" all the way from San Diego to be with us. Mrs. Katharine Brush had "forded" from Stockton to delight us with her well-chosen group of songs; we don't know what difficulties had been overcome by Mr. Howard Milholland, impersonator, and Miss Eva Garcia, musician, but we do know they enchanted us with their fine and varied program. It was a rare treat, and the Old Bookkeeper with his dreams and visions seemed to offer a key to unlock our own treasure chest, for our new president, Amanda Heuermann, in accepting the gavel, saw in it the baton of an orchestra leader and proceeded to create an orchestra, with which she hopes to add a new score to our already rich heritage. Amanda, however, cautions us to be watchful lest ONE discordant note mar the harmony and detract from the beauty of our score.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Group supervisor, Ventura School for Girls (open to women only). Entrance salary, \$75 a month and maintenance. Age limits, 30 to 50 years. Date of examination, April 3, 1937.

Physician and psychiatrist (open to men and women). Entrance salary, \$200 a month and maintenance for self and family. Age limits, 26 to 50 years. Date of examination, March 27, 1937.

Elementary teacher, Institution for the Feeble-Minded (open to women only). Salary, \$95 a month and maintenance. Age limits, 23 to 45 years. Date of examination, March 6, 1937.

Child Welfare Agent (open to women only). Salary, \$200 a month. Age limits, 25 to 50 years. Date of examination, March 20, 1937.

Cosmetology inspector (open to women only). Salary, \$150 a month. Age limits, 25 to 50 years. Date of examination, March 20, 1937.

Physician and internist (open to men and women). Salary, \$200 a month and maintenance for self and family. Age limits, 26 to 50 years. Date of examination, March 27, 1937.

Junior physician (open to men and women). Salary, \$100 a month. Age limits, 25 to 40 years. Date of examination, March 27, 1937.

All of you have been reading and talking about this touchy subject of married women working. If you want to read facts, different points of view by married women who do work and by people who must contact such women, you will enjoy the study in the February *Independent Woman*, entitled *What Price the Career Mother?* I have that sort of mother and what fun it was to be together for dinner occasionally — and a luncheon together was an event — and performing homely tasks at midnight was a lark. What a pal she was in those interesting days — and what a joy she is today with that experienced back of her!

SHIRLEY RADKE

Let's play the world's full of beauty,
Let's play there are roses in bloom;
Let's play there is pleasure in duty
And light where we thought there was gloom;
Let's play that this heart with its sorrow
Is bidden be joyous and glad;
Let's play that we'll find on tomorrow
The joys that we never have had.—Anon.

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

MARCH 6, 1937

No. 10

Weekly Program



Coming Events

MAR 11 1937

CALIFORNIA
LIBRARY
ACADEMIC SECTIONS
SCIENCES

March 8—Book and Civic Sections—Important. Joint meeting, 7:30 P. M.

March 9—Dancing Section, 6:30 P. M.

March 9—Dramatic Section, 7:30 P. M.

March 11—Choral Section, 6:45 P. M.

March 11—Thursday Open House, 8:00 P. M.

Hostesses

Bertha Hancock, Chairman

Lucy Cobb

Louise Nyma

Lenore Dolcini

Irene Sheehan

Ruth Yoell

Mary Daneri

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

JOINT MEETING OF BOOK AND CIVIC SECTIONS

On Monday evening, March 8, 1937, at 7:30, the Book and Civic Sections will hold a joint meeting, at which the measures to be voted on at the coming election will be discussed.

Mr. Richard E. Costello, attorney, will speak in favor of Charter Amendment No. 1 (revenue bonds) and Mr. Bert W. Levit, attorney, will speak against the measure.

Mr. Leland Lazarus, attorney, will speak in favor of Proposition No. 19 (repeal of the anti-picketing ordinance) and Mr. Gerry E. Watkins, a prominent insurance man, will present the opposing view.

The remainder of the measures on the ballot will then be discussed by Mr. Alfred Smith, research engineer of the Bureau of Governmental Research.

Genevieve Allen will tell us about the 50-50 bill, in which all club women are interested.

An election will be held to choose a new chairman for the Book Section.

ZELLA R. KIMBALL, Chairman of the Book Section.
EDNAH M. BUTLER, Chairman of the Civic Section.

ATTENTION!

YOU, members who have not been attending the Dramatic Section, we are looking forward to seeing you when we commence a new program with Mrs. Hackett on March 9. Don't disappoint us.

VETURA DUDFIELD, Chairman.

R. C. A.

Sunday next, the first of spring will be our joy. We're going out there to view again the great accomplishment of man—THE GOLDEN GATE BRIDGE. We meet at the terminus of Municipal Lines, either D or E, in the Presidio; we take a bus which runs us right out to the bridge; we take a last glimpse ere we cross via tooties in May. If the day be clear, our picture will be sublime; if muggy, fantasy will hold the mind. Sunday next—March 7th—at 11:15. The bus comes roaming along about 11:25 and it won't wait.

Thereafter we jaunt down to Prosperity Corner—you know the EATS! Up to this point we will have walked but little, so thereafter we'll saunter around ere we disburse. It matters not what we may do, adios always brings the longing to linger.

GERTRUDE D. TUBBS, Recreation Chairman.

The Business and Professional Women's Club of Alameda invites us to attend a fashion bridge, Tuesday evening March 9, at 8 o'clock, in the ballroom, Hotel Alameda. Tickets 50c.

RECEPTION FOR OUR PRESIDENT

On Thursday evening, March 18, at 8:30 o'clock, there is to be a reception in the club rooms for our new president, Ananda Heuermann. As it is near St. Patrick's Day, come and wish Mandy Top o' the Morning, or I should say evening.

EDNA A. ROWE, Reception Hostess.

EXTRA!

When business women meet business men on a busy street—it's Carnival Night—our Carnival Night, April 3—put on your thinking cap.

WAYS AND MEANS COMMITTEE, Margaret Bell, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

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Second Vice-President.....Margaret Bell
Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Lola D. Stillman

DIRECTORS

Grayce Dempsey Ethel M. Johnstone
Edith C. Floyd Enaid C. Jones

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

IMPORTANT NOTICE

There are shoes, clothes, gloves and whatnots left at the club rooms by members, at different times. Will the owners please call for their property before March 13 or the things will be disposed of.

ELIZABETH DUTOT, Chairman, House Committee.

CHORAL NOTES

The Choral reports new recruits and splendid progress.

MARIE WILKENING, Secretary.

CLUB NOTES

By CORNELIA SEELEY

Lucia Steidel has announced the engagement of her daughter Frances Effinger Steidel to Mr. Jol Chamberlain McClintock. No definite date has been set but the wedding will probably take place in the summer.

Elaine West Branstadt and her husband welcomed house guests of Phoebe Wramp over the Washington's Birthday week-end. A member of the Stockton Club, Elaine's activities in behalf of the Bay District endeared her to many of our members.

Jane Fry, also of Stockton, joined Elizabeth Adams for a restful week-end at Elizabeth's country home in Marin County.

Reta Marshall, our publicity chairman, sailed on the *Pennsylvania* on February 27 for Panama. She will spend a few days in Havana, then home via Miami, New Orleans, and the Carlsbad Cavern. Sounds like an exciting three weeks. Enjoy it to the full, Reta!

Shirley Lane was hostess at a farewell party for Nancy Foster on Thursday evening, February 22. Dinner was served in the Palo Alto home of Shirley's sister, Mrs. Thelma Goodwin. The guests, as we hear, played bridge until the wee sma' hours.

Maude McLaughlin has been in bed with a severe cold since the night of the installation banquet.

Pearl Parr went fishing at Half Moon Bay over the long week-end. Pearl says she had a grand time but with a net result of more sunburn than fish.

Your reporter spent the week-end in Fresno and while there called on Thelma McGuire and her mother. Thelma sends greetings to all the club members. She is enjoying her work with the Park Lane Millinery Company, and is pursuing her studies in optometry.

Rose O'Brien motored to Del Monte Saturday and spent two happy days golfing and looking over *who is being worn by the well-dressed woman*.

Lydia Rogers visited with an old schoolmate in Pittsburg, California, on Washington's Birthday.

Anita Mayer spent the long week-end with members of her family in her nephew's lovely new home in Alameda.

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ROOSEVELT says:

"The Government's only duty is to secure absolute and uninfluenced freedom of choice WITHOUT COERCION, RESTRAINT OR INTIMIDATION from any source."

(March 25, 1934)

Vote NO on 19
TUESDAY, MARCH 9th

San Francisco's
ANTI-PICKETING ORDINANCE says:

"It shall be unlawful . . . to INTIMIDATE, THREATEN, OR COERCE . . . ANY PERSON who is performing, seeking, or obtaining service or labor . . ."

Vote NO on 19
TUESDAY, MARCH 9th

Retain San Francisco's Anti-Picketing Ordinance

PROGRAMS, FUTURE AND PRESENT

For the coming year, we have decided to feature *new topics* on our programs. Naturally, this will not be a cut and dried procedure, but we thought as far as possible we would have speakers that could tell us something about a subject of current interest to the public in general and the club in particular. Due to the fact that the recent headlines have made us all more or less *air* conscious, our next speaker will have as his subject *Air Transportation*. Further details will be given in the next *BUSINESS WOMAN* and we feel sure that you will all have an enlightening as well as entertaining evening if you will be with us on March 16.

Because we want you all to feel the programs are essentially yours, we shall welcome any suggestions to subjects or speakers. Maybe some of you know some outstanding person who can give us new facts or a new point of view on a live topic and we hope you will not hesitate to tell us. Even if there isn't time in the immediate present, we can file these names away for future reference.

PROGRAM COMMITTEE, Lucia Steidel, Chairman.

Grayce Dempsey is pinch-hitting as publicity chairman during the absence of Reta Marshall. Grayce handled our publicity well in 1936 and is thoroughly familiar with the job.

Edna Rowe was elected vice-president of the California Republican Assembly at their recent convention in San Francisco. She succeeds Sylvia Kempton, who filled the office creditably during 1936.

Helen Mielke and Lucy Edwards are two more of our politically-minded members who attended both meetings and the festivities incident to the Republican Assembly convention.

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TUESDAY, MARCH 9th

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SHALL SAN FRANCISCO
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THREATS
COERCION
and VIOLENCE
IN SETTLING
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NO!

Vote NO on 19

TUESDAY, MARCH 9th

ing Ordinance---VOTE NO on 19

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 14

MARCH 13, 1937

No. 11

Weekly Program



Coming Events



March 16—Program Dinner, 6:15 P. M.
Western Women's Building.
Speaker, Lieut. A. F. Bonnalie.

March 18—Choral Section, 6:45 P. M.

March 18—Thursday Open House, 8:00 P. M.
Hostesses
Lorraine Graves, Chairman

Lucy Thompson	Lenore Baxter
Alice Jones	Sylvia Bishop
Josephine Clark	Louise O'Hara

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

NOTICE — DELEGATES!

Article X, Section 4, By-Laws

Delegates to any Federation of which the club become a member shall be nominated from the club or at a regular business meeting the month prior to the convening of the Federation, elected by ballot within two weeks thereafter. If notice of said meeting does not come in sufficient time to nominate and elect delegates as hereinbefore provided, delegates may be nominated and elected at the earliest possible time after receiving such notice. . . .

At the Program Dinner on Tuesday, March 16, delegates for the Annual Bay District Meeting to be held at Oakland, April 17 and 18, will be nominated and elected. Be sure to be present and ready with the names of your delegates—we are entitled to 12 delegates and 13 alternates.

GERTRUDE D. TUBBS, Secretary.

R. C. A.

SATURDAY—March 13th—Those having opera seats—remember the matinee—*L'Oracolo* and *Pagliacci*.

Monday Night—March 22—at the Curran, *Tovarich*, the most talked of play of the New York season this year. Eugenie Leontovich (remember her in *Candlelight*) in the lead. It will be a big night—humorous and interesting. Price 55c, and I am taking the money today and every day.

Sunday—March 28th—EASTER. Our annual get-together andchow. This year at Lake Merritt Hotel (right on the lake). The food excellent—the locale romantic—even minus a male). If the taxi strike is over, we'll ritz it across the bridge! Should leave around 4:30 and spend \$1.75 to \$2.00—maybe a bit less. I'd like to have you all with us and to have you reserve with me—NOW!

GERTRUDE D. TUBBS, Recreation Chairman.

DEVELOPMENTS IN AIR TRANSPORTATION

Is the title chosen by Lieut. A. F. Bonnalie, who will be guest speaker at our program dinner meeting on Tuesday, March 16. Lieut. Bonnalie is a lieutenant in the Naval Reserve and is a naval aviator and director of technical instruction in the Boeing School of Aeronautics. In the late war he was first lieutenant in the United States Army Air Corps attached to the Royal Air Force for service. He has had more than twenty-five years of aeronautical experience.

To most of us flying is still an adventure and more or less an unknown quantity and I feel sure Lieut. Bonnalie will give us a new point of view and some interesting side lights on what the commercial airplane companies are doing to insure safe and speedy transportation.

Please make reservations with Mrs. Burlingame.

LUCIA R. STEIDEL, Program Chairman.

MAR 12 1937

The Business Woman

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 Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
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MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

CLUB NOTES

By CORNELIA SEELEY

Louise Stivers has been spending ten days in Bakersfield on business for her firm.

The sympathy of the club is extended to Margaret Torreyson in the passing of her aunt, Miss Ada.

Sylvia Kempton, assistant secretary of the Canners' League of California, attended the annual meeting of that organization at Del Monte, on March 4, 5, 6.

Louise Buck is reported back on the job after a serious siege of illness.

Frances Effinger Raymond and her granddaughter, Frances Steidel, are spending ten days in Tucson, Arizona. The trip combines business and pleasure.

Bertha Dale addressed the student body of the San Mateo Junior College on Thursday, March 4, on the subject of *Choosing a Vocation*.

Mae Barr Long's mother, Mrs. Osgood, who has been quite ill for many weeks, is able to be up and about the house every day now and is making progress toward complete recovery.

Rae Morrow joined a group of Sacramento friends for a skiing party at Kyburz in the high Sierra over the Washington's Birthday week-end.

Pearl Parr is vacationing in the Valley of the Moon.

Minnie Korn reports that her sister Lydia is leaving March 11 for her second trip around the world; she sails from San Francisco on the *Tatsuta Maru*.

Lillie Kuck, Veturia Dufield and her mother, Mrs. Miller, and Margaret Lewis made up a party for a trip down the Peninsula over the holiday.

It was a pleasure to have Mrs. Annie Little Barry with us at the dinner and business meeting on March 2. We are indebted to Mrs. Barry for another new bride chair.

Two more of these comfortable chairs have been given to us by Harriet Blockburger in special recognition of the many friendly services given to the club by Belle Banz.

Olive Chauvaud was hostess at a lovely dinner party at the Palace Hotel on Friday, February 2.

Marion Morris, our junior past president, has presented the club with an exquisite sterling silver teapot with our club emblem engraved on its side.

Nell Palmer visited the club rooms on March 4 the first time she has been able to come over from her home in Oakland since December.

Helene Maguire has moved to the Hotel Stewart telephone SUtter 7800. Please change your roster.

Mrs. Boardman, mother of our Nell, was with us on March 4 for the first time in many months. We welcome her back after her long illness.

Mae B. Wilkin, one of our founders, writes from Chicago: "I'm off on a protracted tramp, so please hold THE BUSINESS WOMAN until I have an address again."

From far-away Connecticut, Jean Goodwin Peck writes Gurty: "Blanche is busy with her duties as president of Connecticut Chapter of the Housekeepers' Association and makes an excellent officer. You may plan to contact your 'city fathers' to have special decorations in the city, for Blanche and I will arrive in 1939—nothing but ill health can prevent our reunion." We'll have a special Thursday Night for you, Jeanne and Blanche!

And there's Ida Reed, has a new baby—her second! Oh, it's all so swanky and of a color so bright and attractive! And does it purr along—this lovely new Dodge! Oh, Ida, give us a ride!

Gurty goes speeching. On Monday night, March 4 she went forth to Berkeley Club and told them a bit about Recreation, Know-well Parties, and the Del Monte Convention!

Margaret Bell enjoyed a few days with friends in Walnut Creek.

Jene Bishop writes from Oakland that she has been ill, but is better now. Since Jene has lived across the Bay we have missed her sorely at club activities.

Mrs. Henri Napier Carmer, a well-known former member of the club, sailed from San Francisco on the steamship *Europa* en route to Europe. Mrs. Carmer plans to spend several months in Italy and will then travel in France and England before returning to this country. Her address, for the present, is care of Thomas Cook & Sons, Paris, France.

THURSDAY NIGHT OPEN HOUSE

It was a friendly and cheerful group that attended Thursday night open house. Our charming chairman greeted us with a smile and bade us welcome. Tables were set for those whose pleasure; also a table or two for anagram or monopoly players. Others seemed to be enjoying a friendly chat or an exchange of ideas. There were several prospective members present, one being Mrs. A. Dewey, formerly of Upsilanti, Mich., guest of Cornelia Seeley. We also had as guest Miss Ne. Nicholas of Niles, Ohio.

Our thanks go to Isabelle Banz and Pearl Palmer for the delicious cakes served around nine o'clock with our tea.

One by one the guests began to depart and ended another of our popular Thursday nights.

A LAMENT

ONCE upon a time
THERE was a club member
WITH a leaky roof.
ON a stormy night
TO economize
SHE boarded a trolley
INSTEAD of a taxi
AND joined the small crowd
IN the village hostelry
WHERE the installation
WAS to be held.
SHE was an old-timer
AND very well liked
BUT she was led
TO a huge table
WHERE she sat alone
UNTIL she wondered
IF she were in disgrace
OR had the heeby-jeebies
OR something.
FINALLY two strangers
AND another old-timer
CAME her way
AND she felt better.
DINNER was served
HER lobster Newberg
WAS mostly mussels
AND her peas reeked
WITH onion.
THE other old-timer
SAT with tongue hanging out
BUT no food was set
BEFORE her because
THE waiter lost her ticket.
EVENTUALLY the program
THAT was to run
THROUGHOUT the dinner
WAS started
AND was enjoyed by many
AND thought stupid by some
AS all programs
ARE wont to be.
THE new officers
WERE installed
AND the club member
WITH the leaky roof
HURRIED off to another
TROLLEY in an effort
TO get home
THE same night.
AND she wondered
WHY such parties
ARE not held
AT the clubhouse
WHERE hearts are warmer
AND the food is tastier
AND the whole thing
COSTS less—period
INTERROGATION mark
AND exclamation point

SHIRLEY RADKE.

WE ARE INVITED

The Alameda Business and Professional Women's Club invites us to attend their Public Relations dinner meeting at Hotel Alameda on March 23, 1937, 3:30 P. M. Dinner 87c.

Mrs. M. N. Tsvetkoff, general manager of the San Francisco Better Business Bureau, is to be the guest speaker; other entertainment is also planned. Please make reservations with Mrs. Miriam V. Penn, 1402 Park Street, Alameda.

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No. 1

THOUGHTS ON RETIREMENT

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HAZEL OPPENHEIMER

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WAlnut 0316

YOUR CONVENTION CHAIRMAN WISHES TO ENLIGHTEN YOU WITH BULLETIN NO. 3

Subject

State Convention at Del Monte, May 7, 8, 9.

Rates

3 in one room, with bath.....	\$6.00 per day each
4 in two rooms,	
bath between rooms.....	6.50 per day each
2 in one room, with bath.....	7.00 per day each
1 in one room, without bath.....	7.00 per day
1 in one room, with bath.....	8.00 per day

If ritzy and flush, there are bungalows with private sitting rooms and you can lead "the life of Riley."

These prices are extra special and a concession to our organization, as prices have galloped up. Of course, all meals are included and woe betide the diet schedule!

Program

It will be breezy, snappy, interesting—convention meetings promise discussion, contests, progress—leisure time is planned to enjoy the beauties of the hotel and surroundings—to swim (gratis, with your own bathing suit)—to play and to caravan around the Seventeen Mile Drive—to contact and greet all your friends.

Reservations

Reservations are to be made with the hotel direct. Right now make your reservation with Hotel Del Monte; get going in spirit; get excited; get thrilled; get ready for the BIG MOMENT of the year.

Join in the Big Parade to Del Monte!

ETHEL M. JOHNSTONE, Convention Manager.

AN OPPORTUNITY FOR SERVICE

Dr. Frieda L. Kruse, Juvenile Court physician, has sent out a plea for worn, low-heel sport shoes, sizes 5 or over (preferably over), to be used by Juvenile Court girls.

This is a constant need! If you have just cleaned out your clothes closet, please save the next lot, communicate with Dr. Kruse, and she will arrange to have them called for.

"SUNLIT NORWAY"

The lecture given by Mrs. Gladys Petch on Thursday evening was indeed delightful. Mrs. Petch spoke on *Sunlit Norway Calls*, illustrating her lecture with beautiful colored slides. Her lovely personality and beautiful speaking voice delighted her audience. Surely *Sunlit Norway* does not exaggerate the gorgeous coloring one bit. Mrs. Petch certainly left with us the desire to visit this gorgeous land of the Midnight Sun.

We wish to thank Mr. Jack Dearth, secretary of the San Francisco Republican Assembly, for his kindness in driving the lecturer from her home in Piedmont to our club rooms and also returning her and her manager across the bay, after the lecture.

The delicious cakes were brought to us by Nettie Smith, Alice Kennedy, Hazel Ramon, and Phoebe Wramp. We thank them for their remembrance and kindness. E. R.

Our sincere thanks and appreciation to Mr. N. D. Alper, Extension Secretary of the Henry George School of Social Science, for his fine donation to our club library of two copies of the works of Henry George — *Progress and Poverty*, one of George's most famous books, written here in San Francisco, and *The Condition of Labor*, written in New York, as a message to Pope Leo XIII. There is an unusual and very human story involved in this writing and we are sure many of our members will be glad of an opportunity to read both of these books.

CIVIL SERVICE EXAMINATION FOR STATE POSITION

Position vacant:

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When Business Women Meet Business Men on a Busy Street — it's Carnival Night.

What a night and what a show!

We will have a grand and glorious time, but in order to get started, we need money, white elephants, home-made cakes and candy, old books, canned goods for our country store, fresh fruits, flowers and plants, meats and salads for Dutch lunch ideas and what have you?????

Come on let's hear from you, you, especially you.

Remember the date, April 3rd.

Saturday afternoon from 1 o'clock to Sunday morning at 1 o'clock.

Ballroom, Western Women's Club.

Price — A pleasant smile and a jolly disposition.

MARGARET BELL, Chairman, Ways and Means Committee.

The Business Woman

Official Publication

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Vol. 14

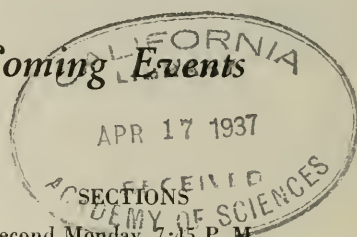
MARCH 20, 1937

No. 12

Weekly Program



Coming Events



March 22—Civic Section, postponed to April 5.

March 23—Dancing Section, 6:30 P. M.

March 23—Dramatic Section, 7:30 P. M.

March 25—Choral Section, 6:45 P. M.

March 25—Thursday Open House, 8:00 P. M.
Hostesses

Lulu Brunsing, Chairman

Anita Bradley

Lydia Rogers

Belle Bradley

Lucile Caesar

Ethel Lockwood

Bertha Pierce

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

A TREAT IN STORE

For members of the Dramatic Section!

On Tuesday, March 23, Marta Golden Duffey of the Federal Theatre Project will speak on current plays that interest the up-to-date theatregoer.

Don't miss this. 7:45 sharp, club rooms.

VETURA DUDFIELD, Chairman.

CIVIC SECTION

The next meeting of the Civic Section will be held April 5. Watch THE BUSINESS WOMAN for details of program.

EDNAH M. BUTLER, Chairman.

R. C. A.

Um—Um! Our Golden Gate Bridge is coming right along, despite ill prophecy, accidents and weather. Twelve of us almost took possession last Sunday; we climbed right up, stepped on the very bridge, all we had to do was to kick down the boards! But remembered our club and desisted! The fine space they have allotted for pedestrians made us swell with pride; we eagerly await that Sunday—May 31st—when we jaunt across. If a glorious day—what ecstasy!

Monday Next—March 22nd—at the Curran, *Tovarich*—55c. Good comedy, fine acting—a real treat. I have seats.

Sunday, the 28th, Easter, we dine together at Lake Merritt Hotel, as I announced last week. Next issue, time and place of meeting. Are you joining?

GERTRUDE D. TUBBS, Recreation Chairman.

CARNIVAL TIME

It may be springtime in the valleys—it's CARNIVAL TIME with us!

Teet, tap, tap to the band as it plays jazz or swing! Laughter, chatter, color, confetti, masks, popcorn, wienies, things to see, things to buy, things to eat, and things to drink; auctions, grab-bags, fortunes waiting to be told by mystic seers, snappy floor-shows afternoon and evening.

A bit of Holland here, of Mexico over there, of Sweden and Japan elsewhere—all the fun and frolic that spell CARNIVAL.

Admission—ABSOLUTELY FREE!

Get up parties—ask all the friends you know.

Tell them it is free fun right and left.

Get the carnival spirit and make the welkin ring with song and mirth!

Afternoon and Evening

APRIL 3

/ Ballroom, Western Women's Club

The Business Woman

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Second Vice-President..... Margaret Bell
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Program..... Lucia Steidel
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Publicity..... Reta W. Marshall
Ways and Means..... Margaret Bell

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Choral..... Anita K. Mayer
Civic..... Ednah M. Butler
Dinner Hostess..... Margery E. Shaffer
Dramatic..... Veturia Dudfield
Education..... Clotilde Grunsky
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Ways and Means..... Hazel J. Oppenheimer

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and

CLUB NOTES

By CORNELIA SEELEY

Mildred Wurz is week-ending with friends Richmond.

Trissie Miller, our choral accompanist, was to ill to be with us at Thursday rehearsal; so Pauline Williams filled the dual role of accompanist and director.

Everett Nygaard, the charming young singer who has sung for the club on two different occasions was the winner of an *amateur hour* radio contest and appeared for a week at a local theatre. He is pupil of Pauline Williams.

Bertha Dale journeyed to Stockton on March 1 to speak before two different schools in that city on the subject of *Choosing a Vocation*.

Dr. Gertrude Spriggs has returned to her Los Angeles home. Her address is Box 44, Lomita, Los Angeles County, California.

Our Barbara Greene is still cheery and content to accept her sojourn in the hospital. Five of the wallers called upon her last Sunday and spent a merry hour. Barbara is a tonic; her humor bubbles over to her visitors and soon the group was all laughing loudly.

Word from our Reta Marshall on board the *Pennsylvania*—by this date in Havana. She is enjoying the cream of life, dining, dancing, and—oh, dear-winning—you know they play the horses and bet won \$5.25 first time. She can spend it at the Carnival!

Old Man Flu—or something—is still pursuing our members. Marie Wilkenning, Lulu Brunson and Elsie Fear are all reported on the sick list.

Edith Floyd is back at her office about half time after six weeks of suffering with a sacro-iliac sprain.

Our Mary Blakemore came to earth on St. Patrick's Day—way down south. A group of her friends celebrated at dinner with her at "The Espanol" and Mary was *mighty glad* she belonged to the B. P.

Mae Barr Long has been invited to be a guest at the annual Public Relations dinner of the National Business and Professional Women's Club of Los Angeles on March 18. Mae was chosen for the honor as the most outstanding California woman in the field of insurance. Other special guests at the dinner will be women of comparable achievement in other vocations.

STOP! LOOK! AND LISTEN!

The first call for white elephants brought a furore to our club rooms, a marvelous gift from our kind member, Helen Benion.

We will raffle this lovely fur for 25c a chance. This is Opportunity knocking at your door. Phone Mrs. Burlingame for tickets. The raffle will take place at the Benioff Booth on Carnival Night. We have a limited number of tickets, so step right up and order your ticket today.

This donation has been a grand start, but we need gifts for the grab-bag, Dutch lunch, and, on account of the strike, the country store is out of everything and needs a whole new stock. So, do a little spring cleaning and send all your odds and ends to our club rooms, well in advance of April 1.

Come one, come all, get into the spirit of fun—make our Carnival a grand success.

MARGARET BELL, Chairman,
Ways and Means Committee

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MUNSON SCHOOL

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HELP WANTED

Today we chanced to chat with one who telephoned regarding membership in our club and in the course of conversation she said: "But I am such a timid soul, I fear it will be a very long time before I can fully enjoy the many privileges. Yet I am so alone,—so in need of companionship." Now it happens that very individual comes highly recommended by at least three of our old members.

This set us thinking and helped formulate a plan we have had in mind,—something of the *Big Sister* plan. Many readers of THE BUSINESS WOMAN could spare a wee bit of time and more thought to help these new members in becoming at home in our club family. Until we learn to share our pleasures we do not realize the full significance of living. Will you therefore, the moment you read this, get in touch with Mrs. Burlingame or the undersigned? You will then be assigned some new member in whom you will take a special interest for the balance of the year. Thus, by the end of that period, the new member will have made her own friends and found her place in the sections where she will be happiest.

The duties of the sponsor should be pleasant. We might suggest first of all a talk with the individual to ascertain her interests. Then telephone her or drop a note reminding her of approaching events. This should work in a dozen different ways for our mutual benefit.

The number of responses to this appeal should be a fair indication of the ... Well, we'll leave that to your imagination.

NAN G. LAWRENCE, Membership Chairman.
Douglas 1760.

PRESIDENTS' COUNCIL

A plea comes from the Presidents' Council for continued support in the work of the Bureau. Occasionally we hear of vacancies, or in our own home office we may need assistance. If at such times we could telephone Mrs. Nina Heinrichs, Counselor, Arfield 1062, we would give valuable and much needed aid to this worthy project.

Incidentally have you made plans for the Presidents' Council Bazaar and card party to be held in our club rooms the evening of April 7? For the mere sum of twenty-five cents you gain admission and at the same time have a chance to win the fifty-dollar merchandise order. The numerous organizations constituting the Council are making every possible effort to make this an enjoyable and beneficial event.

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THE MARCH OF WOMEN

March and taxes have been synonymous with me for years, but this year March brings to thought something pleasanter—the careers and achievements of women.

The common interests and problems compel every thinking person to be internationally conscious. And so we gather, eagerly, to meet and hear distinguished women from other nations. Dr. Magda de Spur of Budapest (author and lecturer) was a guest in our city during February. She told briefly of the economic status of women in Europe, what progress they have made, and encouraged us with a feeling of great accomplishment in our own country.

On the same evening that Dr. de Spur spoke, men and women in the Bay region packed the opera house to hear Marian Anderson, world-famed young negro contralto, of American birth. Miss Anderson has worked hard from childhood to achieve her present success. Her poise, serenity, and grace were as pleasing to see as was the rich, perfectly controlled, magnificent voice she gave so generously to an enthusiastic audience. There stood a woman, at the height of her career, who had overcome obstacles that you and I have never had to meet, or any as difficult. Her accomplishments should give courage to anyone who feels she is at a standstill. One may not possess the talent of a great artist, but everyone has the ability and capacity to think and to do. After all, whatever may be the individual activity, each one is merely taking his place and doing his part in the one great plan. Everyone has a place and something to do—everyone is necessary to complete the pattern.

Gatherings such as these must result in a greater understanding and appreciation of our fellow man, and the false barriers of nationality, race, and color become less apparent. Such understanding and appreciation are the forerunners of world peace, universal happiness and prosperity.

S. R.

Y. W. C. A. CAFETERIA

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WORDS OF WISDOM FROM OUR OWN

We lingered over a cool, green salad and talked of many things—her childhood in Arizona and southern California, college days in Berkeley, the fascinating steps in her fast-moving career up to her present position, the advantages and opportunities available to everyone these days.

Judge Theresa Meikle is in an admirable position to get the feel of public thought. It is therefore encouraging to have her say that "professional and business people have nothing to fear if they maintain their own high standards."

When asked what might be her life purpose, Judge Meikle replied, "To make life happier for others; to try to bring happiness into the lives of those who think they have lost it."

And so we drove back to the City Hall, where her Judgeship took up the thread of her life purpose, so well expressed in her own words.

SHIRLEY RADKE.

HILLTOPS OF GLORY

EDITH FOSTER CHASE

How little those things
We have sought for and fought for
Shall mean, as we stand
And gaze back down the hill
Over turbulent streams,
Over graves of dead dreams,
When our souls are at peace,
When our waters are still.

How little—those things
We have treasured and measured
As something to live for
And give for—our all,
Shall seem to the soul
When the waves cease to roll—
The pleasures—how transient—
The values—how small.

But the hopes we have nourished—
The loves we have cherished—
The visions we've lived for,
And gave for—our best—
Shall bloom in the heart
And shall live on forever
On hilltops of glory—in Valley's rest.

EDITH CHASE FOSTER.

Sonny sat on the lower steps, his face resting in two chubby hands.

"What's the matter, Sonny?"

"Nothin'—just thinkin'."

"What about?"

"Thinkin' how dumb trees are to take off their clothes in winter and put 'em on in summer."

Say! Let's not take it so sorely to heart;
Hates may be friendships just drifted apart;
Failure be genius not quite understood;
We could all help folks so much if we would.
Say! Let's get closer to somebody's side,
Learn what his dreams are and see how he tried,
See if our scoldings won't give way to praise,
One of these days.

ONE WOMAN'S WAY

Adele Springer, of New York, America's only woman full-time admiralty lawyer, has just finished cleaning house on the seven seas, making the water safer for passengers and sailors. Four years ago she dispelled the mariner's superstition that a woman aboard is bad luck. While crossing the Atlantic she was struck by what she considered bad working conditions for seamen and inadequate provision for passengers' safety. So she boned up on engines, ship construction, seamen's problems; set out to change the law. Then Miss Springer went into action against Washington's ship lobby. After a series of ship fires and wrecks in 1934, she wrote and forced the passage of the Sirovich bill to make shipowners liable for deaths and injuries of passengers at sea. Also got behind laws requiring better ship inspection and granting merchant sailors a 8-hour day. Now she's fighting for bigger and better quarters for common sailors. Miss Springer is president of the American Women's Bar Association.—*American Magazine.*

OUR ADVERTISERS

Girls, when seeking that perfect Easter costume don't forget our loyal advertisers: the Greb-bi Shop and the Rose O'Brien Dress Studio—you will find styles, sizes, and prices all combined.

For your costume jewelry remember Fear's and Thomas P. Davey.

Express your Easter greetings with lovely spring flowers from Francis Floral or Pelicano-Rossi.

When you wish your party to be different—consult Jeanne Burton at Canape Kitchen for canape hors d'oeuvres, or fancy tea sandwiches.

And, since women must also eat, comes the task of selecting your favorite place—will it be Magic Cupboard, Tick Tock Dining Room, the Y. W. C. A. Cafeteria, or some new place you would like to try?

This week, we welcome a new advertiser, the Marina Smart Shoppe, at 2068 Chestnut Street.

When those taut nerves will stand no more (as long before), consult Dr. Susan Harris Hamilton who knows just what to do.

For those long spring foot comfort walks, see F. I. Heims & Son, Inc., for shoes.

And, girls, please don't forget to mention THE BUSINESS WOMAN!

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

MARCH 27, 1937

No. 13

Weekly Program



Coming Events



April 1—Choral Section, 6:45 P. M.

April 1—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon, Chairman

Susie Hicks

Margaret Lewis

Jeanette Roth

Ellen Heady

Lillie Kuck

Blanche Johnson

April 3—CARNIVAL TIME, 1 P. M. to
1 A. M.

Ball Room, Western Women's Club.

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30
P. M.

Dramatic—Second and Fourth Tuesdays, 7:30
P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at
Club Rooms.

BOOK SECTION

Estelle M. Kane, book lover, has been appointed new chairman of our Book Section and tells us she will be assisted by Ida J. Lord, founder of all our interesting sections, and another book lover, Grayce Dempsey.

With this group working and planning for our enlightenment and entertainment, we should have a thrilling year. Surely you cannot afford to miss one meeting of this section.

PRESIDENTS' COUNCIL

Don't forget that date you have to attend the Fun Fiesta to be given by the Presidents' Council in our club rooms on April 7, for the benefit of the Guidance Bureau. Details in next issue of THE BUSINESS WOMAN, but, reserve the evening of April 7—that's the important thing.

LOUISE STIVERS.

HOLD YOUR BREATH

For the next week, until the Carnival is over, hold your breath, for from now on we may expect nothing but surprises.

Normally modest and retiring members are fairly shouting their requests for their various booths. So much has already been contributed, yet so much more is needed! We'll wager our new Easter bonnet most of our members intend making donations. But time is short and Margaret Bell, who wants to put it over with a BANG, cannot make final arrangements until she hears from YOU.

Please, then, determine what you are going to do and do it NOW. If you can think of nothing better, turn in your WHITE ELEPHANTS for the GRAB BAG. We'll wrap them and sell them too, for we expect people from the north and the south, the east and the west, to come with empty hands and bulging purses.

What a day! From one to one! No time out for dinner even, for it'll be served right on the Carnival grounds (meaning the top floor of the Western Women's Club).

Margaret says she went out for white elephants and first thing she snared was a SILVER FOX. You've probably heard all about it. At first we said it could not be true, but IT IS. What other club has a member like Mrs. Fred Benioff who would make such a generous contribution? We don't know of which we are the proudest, Helen, the club, or the silver fox.

Zoebel's are contributing an Easter bonnet and Netta Jones a corset, to be fitted to the lucky man or woman.

Another one who never fails us is Rose O'Brien. Right off the bat she donated a gown to be raffled off. Remember all the money we made on her last gift?

Now if YOU do your bit our financial obligations will be taken care of for the year and in the meantime you'll have had one grand and glorious time.

When BUSY WOMEN meet BUSINESS MEN on a BUSY street, it's CARNIVAL TIME.
April 3. Ballroom, Western Women's Club.

The Business Woman

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San Francisco

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BUSINESS WOMAN

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Associate Editor.....Shirley Radke
Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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Transportation.....Nan G. Lawrence
Ways and Means.....Hazel J. Oppenheimer

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and

CLUB NOTES

By CORNELIA SEELEY

Leora Butler enjoyed a week-end visit from her daughter, Mrs. Glen West, of Lodi. Mrs. West was formerly Helen Walsh and a well-known member of our club. We wish Helen would drop in some Thursday evening and give us a chance to say Hello

Vivian Yarbrough was guest speaker on the Sperry Flour program over KPO during the broadcast of March 23. Vivian represented her firm, the Owens-Illinois Glass Co., and talked on the subject *The Decorative Use of Glass in the Home.*

Bertha Stalder has a new address, 1275 Greenwic Street. Her telephone number is GRaystone 6897.

Shirley Radke is leaving on a three weeks' trip through the East and Middle West. While in Chicago, she will attend a joint luncheon of all Business and Professional Women's Clubs with the Chicago Chamber of Commerce.

Cathryn MacLean sends a new address from Sacramento—1228 Twenty-fourth Street in that city. Cathryn says she is living in hopes of some day being transferred back to San Francisco.

Margaret Lewis and Grebbie were both reported too ill for choral duty on Thursday eve.

Nancy Foster writes from Los Angeles: "Please change my address to 334 West Seventy-third Street, so I will be sure to get my BUSINESS WOMAN. I certainly miss it. And please tell the girls that my late string is out and I would be glad to see any of them at any time when they are in Los Angeles. My phone number is PLeasant 3346. I mean it when I say I would like to see any of them at any time I am going to miss the club tremendously, for it was one of the most enjoyable things in my life in San Francisco and I made friendships there that will be a source of happiness and satisfaction to me all my life. I wish for Amanda and her staff of officers and the whole membership of the club a happy and prosperous year." Thank you, Nancy; we'll be seeing you when we go south.

Winifred Kerr sends greetings from her home in Great Bend, Kansas. She says spring is on the way after a freakish winter, and dust storms are beginning. Their slogan is, "If you don't like the weather in Kansas—well, just wait a minute."

Rae Morrow and her mother are snugly ensconced in a bungalow at 3979 Sacramento Street, telephone SKYline 8128. They have a fireplace 'n' a garden 'n' a garage—and in the garage a new Dodge deluxe coupe. We imagine Mrs. Morrow will find much pleasure in the garden, and we know they will both enjoy the new car.

Grebbie has an interesting letter from Edna L. Johnston, founder of the Business and Professional Women's Club of Freehold, New Jersey. Mrs. Johnston will be remembered as having spoken to us briefly on the subject of aviation at one of our recent dinner meetings. She is actively engaged in preparations for the Atlantic City convention of our National Federation and hopes to meet again any of our members who may attend the convention.

Daisy Aitken, secretary of the Laguna Beach Business and Professional Women's Club, and her sister, Mrs. H. G. Doane of this city, were guests at our dinner on Tuesday evening.

Claire Ingham has been kept close to home for the past few months owing to the serious illness of

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er sister, and would be glad to hear from her club friends.

'Tis an ill wind, etc., 'cause, girls, for a limited time you can purchase a \$1.15 pair of silk hose for 75c plus a sales tag after buying a one pound tin of Folger's Coffee. This is how it comes about: Our Andy (Josephine Rudasill) was thrown out of a job by the closing of her firm's offices in San Francisco, and Rudy has signed up for a special selling campaign with the Folger Coffee Co. You bargain hunters, here's your chance!

Have you seen Dr. Crete Crockett in the guise of an Italian newsboy, spreading publicity for our carnival? Better watch out; she will inveigle that white elephant away from you yet!

RECEPTION FOR OUR PRESIDENT

Our Thursday night open house on March 18 was reception to our new president, Amanda. Being on St. Patrick's Day, the tea table was adorned with a St. Patrick's Day cloth, with a large St. Patrick's cake in the center. Enaid Jones presided at one end of the tea table and Grayce Dempsey at the other. Edith Floyd and the hostess greeted the guests at the door and the president and her officers dined in the receiving line.

A short program followed. Mr. Everett Nygaard rendered two vocal solos, accompanied by Trissie Miller. His voice is lovely and we certainly enjoyed his numbers. Then the pupils of the Lucille Byrne Dancing Studio entertained us with Irish dance numbers, in costume. We wish to thank the Lucille Byrne Dancing Studio and Miss Mildred Luce for giving these talented children to us.

Our thanks go out to Pauline Williams, who is ways so gracious when we ask for music. She brought three young men to sing trios for us and accompanied them on the piano. Their voices and songs were delightful.

A black-faced comedian rendered a monologue. Our thanks to Blanche Johnson for the delicious St. Patrick's cake. Also our gratitude and thanks to Hazel Oppenheimer, Marion Morris, Lillie Kuck, Elizabeth Adams, Minnie Korn, Bertha Hancock, and Enaid Jones for their generosity in making the evening a success.

To Lucy Thompson, Sylvia Bishop, Lucy Edwards, and Helen Mielke, many thanks for their work during the evening in serving. They were such "good outs."

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R. C. A.

Ho! Easter Sunday! Having a bit of uncertainty as to means of navigating the bay, the taxi folks seeming to fancy we wish to buy the conveyance, rather than rent it! However, may reach a dieker, so let's meet at Happy Valley in the Palace Hotel, Sunday, March 28th, at 4 P. M. If via bridge—speed and glee! If via boat—leisure and beauty! At the Lake Merritt Hotel, on the lake shore, we dine; as twilight steals the day, Berkeley seems aflame; the meal good, the atmosphere satisfying, the company congenial. If you wanna come along, contact me now!

Sunday, April 4, walking—rather searching—for wildflowers!

Friday Night, April 9—the Federal Theatre (then to be in the Alcazar); a real old-time vaudeville show and, I am assured, first class! It will be an adventure and, um—um—best seats 55c.

Here's a cackle and cluck for your Easter Joy!

GERTRUDE D. TUBBS, Recreation Chairman.

AIRLINES

We were carried away on them last Tuesday evening by Lieut. Bonnalie, naval aviator and director of technical instruction in the Boeing School of Aeronautics, who was guest speaker at the program dinner.

Lieut. Bonnalie has had more than twenty-five years' experience, having been an aviator during the World War, and has made an extensive study in the field of aviation. He gave a vivid description of the airlines around the world and explained how they were linked up with practically every line of business represented in our club.

Taking Chicago as the center of transportation in this country, he literally girded the United States with airways and then extended them across the oceans to the remote parts of the world, even landing us on Midway Island, which is just half around the world, and at Wake Island, where he explained that we would eventually be spending our vacations because of its splendid fishing grounds. These places can be reached in practically a few hours.

The lieutenant was a convincing speaker and described in detail the flight of Amelia Earhart, which will circle the globe at the equator, stating that her trip will take practically sixteen to twenty-one days' actual flying time and that she will have crossed the equator four times in the course of her travels. We all gasped in awe at such an undertaking. Quite a bit of her trip will be alone, but Lieut. Bonnalie assured us that she would do it as she is an expert aviatrix and navigator and praised her ability as a pilot.

At the close of his talk he was flooded with questions, and his answers convinced us that he knew his subject and, as Amanda remarked, loved his job.

If you keep your programs up to the standard set by Lieut. Bonnalie, Lucia Steidel, we can't afford to miss one of them. *Timely Topics* are always worth while.

ELLEN F. HEADY.

CIVIC SECTION

All club members are urged to attend the meeting of the Civic Section to be held at 7:45 Monday evening, April 5, when one of our most prominent citizens will be guest speaker and will discuss a subject of vital importance to the people of San Francisco.

Watch THE BUSINESS WOMAN for details of program.

New members of our club are especially invited to attend this meeting. We need *workers* in this section. Who will volunteer? We would appreciate suggestions as to subjects *you* would like discussed. Help us plan programs you will enjoy.

EDNAH M. BUTLER, Chairman.

"NOTHING SHORT OF PERFECTION"

Twenty-nine years ago this month Theodore Roosevelt was preparing to yield the White House to the successor whom he named, William Howard Taft. In the intervening years—less than a third of a century—a war-torn and re-armed world attempts to solve problems that Roosevelt the First never suspected were just over the horizon.

But his code of personal conduct—his rule of life—rings as true today as when he penned it. You will find it well worth reading slowly:

"Do the right thing at the right time in the right way; do some things better than they were ever done before; eliminate errors; know both sides of the question; be courteous; be an example; work for the love of the work; anticipate requirements; develop resources; recognize no impediments; master circumstances; act from reason rather than from rule; be satisfied with nothing short of perfection.

"It is not the critic who counts; not the man who points out how the strong man stumbled, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who at the best knows in the end the triumphs of high achievement; and who at the worst, if he fails, at least fails while daring greatly."

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Junior interviewer, senior interviewer, supervising interviewer (open to men and women).

Junior interviewer. Entrance salary, \$130 a month. Age limits, 21 to 40 years.

Senior interviewer. Entrance salary, \$160 a month. Age limits, 23 to 50 years.

Supervising interviewer. Entrance salary, \$190 a month. Age limits, 25 to 50 years.

Date of examinations, April 10, 1937.

Bookkeeping machine operator (open to men and women). Entrance salary, \$100 a month. Age limits, 21 to 45 years. Date of examination, April 17, 1937.

Institution waitress (open to women only). Entrance salary, \$40 a month and maintenance. Age limits, 18 to 50 years. Date of examination, April 17, 1937.

CHORAL NOTES

If you can talk, you can sing. It is not necessary to be a soloist, but your voice may be just the one needed to give the *perfect* touch. Then, too, breathing technique, proper posture and voice placement you receive in this section will help you to realize fuller enjoyment from other sections such as dramatic, public speaking, etc. Why miss this opportunity?

We have a peppy and constantly growing group and soon will have reached our membership quota then we will have a waiting list.

Don't forget 6:45 sharp each Thursday.

ANITA K. MAYER, Chairman

GIANT REDWOODS FACE EXTINCT

The giant redwood tree, or *Sequoia gigantea*, making its last stand on the west coast and facing extinction, in the opinion of Dr. G. L. Cross, assistant professor of botany at the University of Oklahoma.

To allay fears, if any, aroused by such an opinion he adds that *Sequoia gigantea* probably will hold out another five million years or so.

Dr. Cross predicates his opinion on the theory that the species has receded across the continent.

While tramping through the northern part of South Dakota he picked up a bit of petrified wood which he believed to be sixty million years old, more or less. He thought it was a remnant of the *Sequoia gigantea* which once flourished in this region.

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Vol. 14

APRIL 3, 1937

LIBRARY

No. 14

Weekly Program



Coming Events

April 5—Civic Section, 7:30 P. M.
Speaker, Mr. Paul J. Ost.

April 6—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

April 8—Choral Section, 6:45 P. M.
Thursday Open House, 8:00 P. M.

Hostesses

Vetura Dudfield, Chairman

Pearl Parr	Lydia Floan
Marian Feary	Mary Fish
Mary Fromhagen	Fay Watts

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

On Monday evening, April 5, 1937, at 7:30, we all have with us as our guest speaker one of our outstanding citizens, Mr. Paul J. Ost, chief electrical engineer of the Public Utilities Commission, designing engineer for the Municipal Railway and designer of the proposed plan for rapid transit in San Francisco. We are all deeply interested in his subject—Rapid Transit for San Francisco.

This is a local problem, and one that is of vital importance to all of us, as taxpayers, as drivers of automobiles, and as pedestrians. We shall find it embodied in a measure on the ballot one of these days, and we want to understand it. We shall have to say for whatever system is installed, and we want the finest that earnest thought and our money can purchase.

Bring your friends and join in the discussion that will follow this interesting lecture.

EDNAH M. BUTLER, Chairman.

DELEGATES!

Next Business Meeting—Tuesday, April 6th, nomination of delegates to the State Convention at Del Monte. We are entitled to six delegates and seven alternates. Be good members—and do your duty: Run for a delegate or an alternate—do not shirk!

GERTRUDE D. TUBBS, Secretary.

HELP! HELP! HELP!

This is our last call for white elephants (to be sent DIRECT to club rooms), canned goods, fruit, cakes, candy, books, and money. Oh, how we need money to start the wheels going! So come one, come all, do your part to start the Carnival on its merry way. Then come to the Carnival early, stay for dinner in the German Gardens, where you will have a good dinner for a small cost, with lots of fun. In the evening, every second will bring a new surprise and a marvelous floor show, side shows, hula dances, etc.

LAST CALL FOR THE CARNIVAL

Place—the entire eleventh floor of the Western Women's Club Building. From One to One Saturday, April third. Not one cent to enter—no need to bring your lunch or dinner; a Food of All Nations Shop will serve delicious meals at reasonable prices. Do bring a basket, though—something in which to pack home your treasures.

You may win the used car from the Bezek display, or a husband from the Matrimonial Bureau—who knows luck! or the silver fox neck piece, a gown, or a foundation garment, OR a BONNET!!!

Barnum will be on hand in all of his glory. It is rumored Elizabeth Adams will do The Fan Dance—and don't miss seeing Stella!!!

Amanda Heuermann will greet you officially from our PRESIDENT'S BOOTH!

None of us can afford to miss the Carnival, for it IS our party with Margaret Bell running the Show.

APR - 8 1937

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Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CAN'T YOU GIVE ONE EVENING IN THIRTY TO BOOKS?

Our Book Section will begin its new year on Monday evening, April 12. Let's get together in the old friendly way. Don't you remember when a dozen or so of us thought it a gorgeous evening to curl up in the deep club chairs, listen to each other tell about the interesting books we'd been reading, then discuss the intriguing points among ourselves? Often our leader treated us to a visitor who reviewed more professionally. So that in the end we went home entertained, refreshed and informed.

Our beloved founder, Ida Lord, will open our year with an interpretation of James Hilton's new novel, "We Are Not Alone." Your chairman will give sketches of a variety of recent books and review that perfectly bewitching new book of Steinbeck, "Of Mice and Men."

So, here's to a grand new year between the pages of new books. I'll give all I have to it. Won't you give just one evening in thirty?

ESTELLE M. KANE, Chairman.

PAUSE—and be refreshed with a DELICIOUS cup of M. J. B. COFFEE—served exclusively.

DEL MONTE!

Are you Convention Minded? What—No? Oh, that is a serious condition—you should get-a that way! Fancy Del Monte in Spring—May 7th, 8th and 9th! An oasis in the desert of monotony—a spree of joy!

See the *California Woman* reaching you this week for all details—READ IT!

ETHEL M. JOHNSTONE, Convention Manager.

CLUB NOTES

By CORNELIA SEELEY

Mrs. Margaret Erwin of the Honolulu Business and Professional Women's Club is the guest, Minna Brown at her Burlingame home. Mrs. Erwin is en route to the coronation in London and will travel in Norway and Sweden before returning her home in the Islands.

Marie Jensen has moved to the Mayflower Hotel 975 Bush Street, telephone ORdway 7010. Please change your roster.

Sue McGill is justly proud of her young granddaughter and namesake, Suzanne Barnes of Mil Valley. Suzanne appeared on the NBC Junior Reporter program during a recent broadcast and won first prize, a Corona typewriter.

Our president, Amanda Heuermann, spent Easter Sunday with her son and his family on the ranch near Woodland. "Mandy" was accompanied by her mother and by her sister and family.

Reta Marshall, our publicity chairman, is home again after her grand trip through the Panama Canal to Havana and New Orleans.

Frances Effinger Raymond leaves this week for a ten-day business trip through the Northwest. With Mrs. Raymond in the Northwest and Shirley Radke in New York, Elizabeth Adams has her hands full holding the fort in the Gregg Publishing Co. office.

See the menagerie in the club rooms where the white elephants are parked.

Ora Demick came from her ranch home at Likelike in Modoc County, to spend a few days with her mother across the bay. While here she had dinner with Grebbie and sends *Hello* to all her friends in the club. We should like to see you in the club rooms some Thursday night, Ora.

Helene Maguire, who will be reading palms for us at the Carnival, has had much experience in the line; on several occasions she has given valuable aid to the Red Cross when they were sponsoring a fet to raise money.

Who is the tall, dark, handsome man with the large black Stetson hat who phoned to the club the other eve and said he would be at the Carnival looking for the Lady in Red?

The Young Democrats are reported to be coming en masse to the Carnival on April 3.

Did you hear our National President, Charles Williams, when she made her inspiring talk over KGO in behalf of the Women's Field Army of the American Society for Control of Cancer? The program featured five of the most prominent nationally known club women of the United States.

Double trouble—Pearl Parr driving down the highway with her uncovered trailer full of bedding and it starts to rain; then at San Mateo her machine caught fire! Question—did Pearl use the wet bedding to smother out the fire?

Sincere sympathy is extended to Claire Ingham in the death of her sister, Mrs. Ambrose.

CHORAL NOTES

Opportunity knocks at 6:45, sharp, each Thursday—when that enthusiastic and peppy choral, under the capable direction of Pauline Williams, meet at our club rooms.

Anyone interested in proper posture, breathing technique and voice placement, can't afford to miss

ANITA K. MAYER, Chairman

OUTSTANDING MEMBERS

Genevieve Allen spoke at the Public Relations Luncheon of the Sacramento Business and Professional Women's Club on March 18. She discussed *National and State Legislation Affecting Women* and gave the history of events leading up to the presentation of the so-called "Women's Charter," a document that, Mrs. Allen states, every club member should study. The full text of the charter may be found in the January, 1937, *Independent Woman*, and the March issue of that magazine carries comprehensive articles both for and against it. Mrs. Allen has attended every session of the California State Legislature since 1913 and the women of the State are indebted to her for effective lobbying in their behalf on many important measures.

Mae Barr Long, on April 1, spoke before a consumers' education class sponsored by the Palo Alto Chamber of Commerce, the Parent-Teachers' Association and Palo Alto School Department. Her subject was *Insurance Matters the Average Homeowner Should Know*, and included discussion of employers' liability in the home, life insurance, automobile insurance, property owners' liability, fire and related subjects, including the fallen building issue. Mrs. Long is a recognized authority on insurance and answered questions of her hearers after her scheduled talk. C. S.

WE ARE INVITED

By the Oakland, San Leandro, Richmond, and El Cerrito Clubs to attend the Annual Bay District Meeting of the California Federation of Business and Professional Women's Clubs, to be held at Hotel Leamington in Oakland, April 17 and 18. Theme of the meeting, *Good Fellowship*. Interesting programs are offered for all sessions. And Mrs. State President, Carolyn Weber, will be with us and will have a message for us all. Registration will begin at 1:00 p. m. Saturday, April 17. Registration fee, 25 cents.

Hotel Rates

All rooms are with bath. Prices range from—single room (1 person), \$2.50 \$1.25 per person, for rooms shared by 4 or 6 persons, 2 bathrooms. Banquet—Registered delegates and visitors, \$.25; non-registered, \$1.50. Breakfast—Registered delegates and visitors, 50 cents plus tax; non-registered, 75 cents plus tax. Luncheon—Registered delegates and visitors, 50 cents plus tax; non-registered, \$1.00 plus tax. Send all reservations for meals and hotel to Mrs. Sarah Schoolery, Hotel Leamington, Oakland, or telephone TEMplebar 0462, afternoons not later than April 14, 1937.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Calif.

14

APRIL 10, 1937

APR 17 1937

DEMY OF SCIENCE

No. 15

Weekly Program



Coming Events

April 12—Book Section, 7:45 P. M.

April 13—Dancing Section, 6:30 P. M.

April 13—Dramatic Section, 7:30 P. M.

April 15—Choral Section, 6:45 P. M.
Thursday Open House, 8:00 P. M.

Hostesses

Nettie Smith, Chairman

Anna Knief

Alice Kennedy

Irene Sheehan

Louise Nyma

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BOOK SECTION

Books are keys to wisdom's treasure,
Books are keys to lands of pleasure,
Books are paths that upward lead;
Books are friends—come, let us read"—and enjoy.
Surely we can give one evening in thirty to anything which promises such rich rewards!
And, to begin with, Ida Lord will open our year.
Monday evening, April 12, with an interpretation of James Hilton's new novel, *We Are Not Alone*.
Our chairman will give sketches of a variety of recent books and review that perfectly bewitching book of Steinbeck, *Of Mice and Men*.

ESTELLE M. KANE, Chairman.

R. C. A.

A bit of a walk Sunday last, but the wildflowers opened at us, encouraging our search for beauty. The day clear enough to spy Hawaii! Eats at Grada's on the Highway below Colma: When the petite is keen and you acquire a Spanish complexion. MY WORD!

Thursday, April 15th, the opening of the Alcazar at the Federal Theater Project. Our old-time friendly theater, so chummy-like. We have the fourth and fifth rows in the orchestra—think o' that. See 40c and a regular live-wire vaudeville show. The Max Dill is the manager—and he knows his theater! Come along with us.

A prize for April 25th—mebbe! Molineaux will conduct a symphony in San Rafael at that lovely indoor theater. If the price is within our purses—I'll be there. I'll know for sure next issue.

GERTRUDE D. TUBBS, Recreation Chairman.

STANFORD SPEAKER

For our next program on April 20, we will have a speaker who will bring us another phase of *timely topics*. A member of the Political Science Department of Stanford University who is an authority on labor conditions will tell us something about *unions and strikes*, the exact subject to be announced later.

His lectures are among the most popular at the University, and who is more critical than a college student. Several members of our own club have heard him and were equally enthusiastic. We can all look forward to an instructive as well as an entertaining evening. And it probably won't hurt any of us to hear more about labor conditions from an impersonal and authoritative point of view.

When the program committee outlined its plans for the year, it was only after a survey of club members, who all seemed to feel that current subjects would be popular and welcome to the membership at large. But it was a little disappointing that Lieut. Bonnalie, our last speaker, didn't have a larger audience. No one who heard his splendid talk on *aviation* could have come away without learning something even if only what a *radio beam* is. Also, I am sure none of us had a dull moment. Our next speaker promises to be just as good, with a thorough knowledge of what he is talking about and a finished and dynamic way of telling it.

Further details will be announced in the next issue of THE BUSINESS WOMAN, but do try to be present at our next program meeting on April 20.

LUCIA R. STEIDEL, Publicity Chairman.

The Business Woman

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San Francisco Telephone, Prospect 8347

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1840 Clay Street
Associate Editor.....Shirley Radke
Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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except Saturdays.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Kitchen helper (open to men and women). Entrance salary \$45 a month plus maintenance. Age limits, 18 to 50 years. Date of examination, April 24, 1937.

Institution superintendent's cook (open to women only). Entrance salary, \$55 a month and maintenance. Age limits, 21 to 50 years. Date of examination, May 1, 1937.

Physician and clinical pathologist (open to men and women). Entrance salary, \$200 a month and maintenance. Age limits, 26 to 50 years. Date of examination, May 1, 1937.

Journeywoman bindery worker (open to women only). Entrance salary, prevailing rate. Age limits, 21 to 50 years. Date of examination, April 24, 1937.

Rehabilitation training officer (open to men and women). Entrance salary, \$205 a month. Age limits, 30 to 50 years. Date of examination, April 17, 1937.

Public health nurse (open to women only). Entrance salary, \$150 a month. Age limits, 21 to 40 years. Date of examination, April 24, 1937.

Teacher of music, institution for the feeble-minded (open to women only). Entrance salary, \$95 a month. Age limits, 21 to 50 years. Date of examination, May 1, 1937.

CLUB NOTES

By CORNELIA SEELEY

Nancy Foster went to work on April 1 for the General Petroleum Company in Los Angeles. We all rejoice with Nancy that she found a good position so soon after her recent move.

The sympathy of the club is expressed to Harri McDonald in the death of her sister, Mrs. Ross.

Did you see the new Chinese chair in the club rooms? We are indebted to Belle Simmons for this fine addition to our furnishings.

Leora Butler spent her spring vacation from school duties visiting her daughter in Lodi.

Barbara Greene has at last been able to leave St. Francis Hospital after her four months' sojourn there. Barbara will welcome any of the girls who can call on her at 1436 Balboa Street. Take the No. 31 car on Eddy Street and get off at Sixteen Avenue. If you wish to telephone her, the number is SKyline 2632. Barbara is on crutches now, but we hope she will soon be able to discard them.

Pearl Parr has moved down the Peninsula. Her new address is Route 1, Box 562, Palo Alto.

Josephine Rudasill and her husband spent Easter in Martinez with Rudy's mother and sister.

Jane Fry of Stockton, well known to many of us through her activities in behalf of the Bay District, is the new office manager at the Dodge Sales Agency in Stockton.

That lovely Easter lily in the club rooms is the gift of Elizabeth Dutot.

How's this for early morning pep? Jean Kersey, Nettie Smith, and Alice Kennedy climbed Mount Davidson for the Easter sunrise service. Not content with that trifling jaunt, they partook of breakfast down town and then hiked to Hunter's Point.

Mrs. Florence P. Kahn speaks in Ventura this week. She is engaged on a speaking tour around the State in behalf of the "Pro-America" organization.

Thelma McGuire sends an Easter card from Fresno with "best wishes to everyone." Thank you, Thelma! You have our greetings.

Mary C. Fromhagen attended a most delightful dinner and program meeting of the Marin County Business and Professional Women's Club at Larkspur on March 30. She reports a cordial welcome and an interesting and informative program.

INVITATIONS

We are invited by the Business and Professional Women's Club of Alameda to attend their Installation Dinner at Hotel Alameda, April 27, 6:30 p. m. Price, 77c. Please make reservations not later than April 23 with Mariam V. Flynn, Corresponding Secretary, 1402 Park Street, Alameda.

Berkeley Business and Professional Women's Club invites members of the San Francisco Club to their Annual Installation Breakfast, Sunday, April 25, at 10:00 a. m., Berkeley Women's City Club, 2315 Durant Avenue. Price, 77c per plate.

Please make reservations with Patricia Calhoun, 1509 California Street, Berkeley.

CHORAL NOTES

One of the first essentials of a momentous occasion is a verse or story of poetic inspiration to express the purpose and gaiety of the event. Festivals are always celebrated with songs of joy and happiness.

Therefore the Choral members, numbering twenty-five, enjoy to the utmost the hour of rehearsal Thursday evenings. Trissie Cook Miller, our accompanist, and Mrs. Williams, our director, define singing with a keen appreciation both of its practical utility and mystical virtues and its powers to lift us above the sordid realities of life. So sing we all.

ANITA K. MAYER, Chairman.

OUR CONVENTION CHAIRMAN WISHES TO ENLIGHTEN YOU WITH BULLETIN NO. 3

Subject

State Convention, at Del Monte, May 7, 8, 9.

Rates

1 room, with bath.....\$6.00 per day each
2 rooms, bath between rooms.. 6.50 per day each
1 room, with bath..... 7.00 per day each
1 room, without bath..... 7.00 per day
1 room, with bath..... 8.00 per day

If ritzy and flush, there are bungalows with private sitting rooms and you can lead "the life of leity."

These prices are extra special and a concession to our organization, as prices have galloped up. Of course, all meals are included and woe betide the late schedule!

Program

It will be breezy, snappy, interesting—convention meetings promise discussion, contests, progress—sure time is planned to enjoy the beauties of the hotel and surroundings—to swim (gratis, with your bathing suit)—to play and to caravan around the Seventeen Mile Drive—to contact and greet all our friends.

Reservations

Reservations are to be made with the hotel direct. Right now make your reservation with Hotel Del Monte; get going in spirit; get excited; get thrilled; get ready for the BIG MOMENT of the year.

Join in the Big Parade to Del Monte!

ETHEL M. JOHNSTONE, Convention Manager.

There are many GOOD things which we can all afford, regardless of our circumstances.

We can well afford to be tolerant of the opinions of others, because—if we are growing—our own views are certain to change.

We can well afford to believe that which is good, because only the good is true.

BENJAMIN FRANKLIN.

No. 2

THOUGHTS ON RETIREMENT

Have your plans in the past actually helped you to get the Older Woman's dollars out of the YOUNGER WOMAN'S purse before you have spent them?

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SHARING A VACATION ADVENTURE WITH OUR ASSOCIATE EDITOR

An interesting letter dated March 31, 1937—started by Shirley at Illinois Central Station, Chicago, finished at Kalamazoo and mailed at Detroit—reads in part as follows:

"Just came from one of those affairs that help you FEEL progress in understanding and appreciation of business and professional men AND women—the Sixth Annual Joint Meeting of the Chicago Association of Commerce and Alliance of Business and Professional Women's Clubs. The grand ballroom of the Palmer House was packed, the head table spread the full length of the room; at each table a group of men and women were as congenial as No. 54; everyone had a good time even before the program started.

It was the second meeting of the week for the Chamber of Commerce boys, but their president, Mr. Clarkson, announced that their attendance today was considerably larger than their exclusive meeting earlier.

Not a second was wasted, but not a thing was left unsaid. Mr. Clarkson introduced the Alliance President, Mrs. McDonald, who presented the chairman, Fay Gliatto. The presidents of other women's service clubs, affiliated with the Illinois Federation of Business and Professional Women, were presented (all Chicago organizations), twenty of them besides the Alliance, which limits its membership to executives only.

The speaker, Paula Le Clerc, is a young woman who has toured the world many times, but recently (1936) circled the world in 70 days—traveled 22,000 miles, visited twenty countries, interviewed many personalities, with a wardrobe of *three* dresses and accessories! She is a university woman, speaks six languages, covered the Ethiopian war for her paper. Is the only woman member of the Ethiopian Foreign Press Club. Her experience in Ethiopia was so depressing that she planned to interview the world by air to see what higher and hopeful aspects of civilization she might find.

She crossed the Atlantic in a Zeppelin, and described that experience as floating through space in a huge rubber ball with large glass windows. She was its *first* woman excess passenger and *slept* on the writing desk, when post card addicts had not acquired it. Most of the passengers were over 50, and one passenger who had made several trips was a woman over 60—she knitted her way across. Miss Le Clerc chatted with Dr. Eckner and others. They spoke freely. Her conversations with some left her with the feeling that the trip was a short cut from tolerance and understanding to medieval restriction and prejudice.

After a social stopover in London, she flew to Paris and found that the French women were really making progress toward the right to vote. At Geneva, she had her first interview with Hailie Selaisse, and said he felt that world opinion was with Ethiopia but the diplomatic cards were stacked against him. He was sad but not bitter.

Miss Le Clerc reached Germany in time to attend the tenth anniversary of the first Nazi meeting and quoted one of the *elite* as stating that Germany has recovered her soul and Hitler was the soul. She felt the Nazi regime was more firmly entrenched than ever, and both men and women more satisfied. They expressed their desire as an effort to remake themselves in Hitler's image, but they feel he is beyond them. She described Herr Hitler as Europe's cleverest stage director, planning everything to create and

stimulate excitement and enthusiasm. His speech is deliberately simple, hard clipping off of each syllable, monotonous. She felt the women were becoming actually desirous of doing nothing more than producing *cannon fodder*. The planes on which she traveled can be transformed into bombers within two hours' time.

At Athens she interviewed the Premier, who was evasive about everything. Two days later he put *on* his own dictatorship program!

In Egypt, Palestine, and India, Miss Le Clerc felt as though she was trailing Britain's troubles. She arrived at one place the morning after five bombs had been dropped out of nowhere! No night flying is done anywhere outside the United States of America.

Her reflections at this point were rather interesting. We are inclined, sometimes, to think of the European countries as a lot of *children* who won't behave. As she viewed the earth's surface from the air, she was appalled at the vast portion of it that is *not usable*. She gives that as an important cause of unrest—the countries are keenly competing for the portions that have some development possibilities if not immediately usable.

In India she got the British attitude toward its affairs from Sir Launcelot, and abruptly changed from airplane to a primitive two-wheeled, bullock-drawn homemade cart for a journey to the present residence of the one and only Mahatma Gandhi, who presented the other side of the India situation. She said the Mahatma's manner reminded her of George Bernard Shaw—she felt he was maliciously humorous! Knowing that there are 220 different languages in active use in India, and that most of the population is submerged, she feels Britain has its hands full in that country alone.

Then to Burma, Siam, and on to China. Miss Le Clerc's stop at Bermuda brought her an interview with a ruler whose own background is Oxford who was there to see his son off for his education but whose subjects still live primitively as tree dwellers.

In China she had the unique experience of drinking, washing, and washing her teeth in *orangeade*, the only clean liquid available where she happened to be. She feels she has had more than her life's quota of that particular beverage.

She changed to a steamer and journeyed up a river lined with mines, but nothing happened. Her interview with Chiang convinced her that he is the most important man in China today. A Wellesley woman acted as interpreter for them. She was interested to see that Chinese educated in American universities now had their children educated in China.

Japan's political situation has changed entirely since Miss Le Clerc's last visit to that restless spot.

Governor Poindexter, in Honolulu, seemed to feel that the Hawaiian Islands are the only place free of troubles. (Note she was in Hawaii before the martial strike!)

Landing at Victoria and speeding across the continent to her own New York, after going far afield, Miss Le Clerc found that the grass in her own pasture was by far the greenest.

Her breathless account of this dash in all directions ended almost on the *dead line* of two o'clock. The audience had to hurry off or suffer too guilty business conscience, and those of us who could stay wished Miss Le Clerc might talk on and on and on and down a little deeper beneath the surface. But it was a stimulating, delightful program.

Greetings all around."

SHIRLEY RADK

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

APRIL 17, 1937

No. 16

Weekly Program



Coming Events

JUN 7 - 1937

CELESTINE
JUN 17 1937

April 20—Program Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mr. Hilden R. Gibson.

April 22—Choral Section, 6:45 P. M.

April 22—Thursday Open House, 8:00 P. M.

Hostesses

Lydia Johnson, Chairman	
Ruth Yoell	Alice Jones
Mary Daneri	Josephine Clark
Lucy Thompson	Leonore Baxter

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.
Civic—First and Fourth Mondays, 7:30 P. M.
Dancing—Second and Fourth Tuesdays, 6:30 P. M.
Dramatic—Second and Fourth Tuesdays, 7:30 P. M.
Swimming—Wednesday, 5 to 9 P. M.
Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

OUR PROGRAM DINNER SPEAKER

Mr. Hilden R. Gibson of the Political Science Department of Stanford University will be the speaker at the next dinner meeting of the club on Tuesday evening, April 20. His particular field is *political theory and the problems of modern society*. His sounds very impressive and learned, but on Tuesday evening he will give an informal talk on the American labor movement as it exists at present and its significance to the *white collar worker*. Since practically all of us come under this classification, it should be especially interesting to see how this present turmoil affects us directly or indirectly.

Mr. Gibson is young and enthusiastic and will give us a fresh and impartial account of what is going on in the labor world. If you cannot be there for the dinner, come in later and hear how our own political, social, or financial status is related to the present trend of unions and "sit-down" strikes.

LUCIA R. STEIDEL, Publicity Chairman.

WE ARE INVITED

by the San Leandro Business and Professional Women's Club to attend its installation dinner to be held at the Alta Mira Club House, Saturday, April 24, at 6:45 P. M. Dinner, \$1. Speaker, Mrs. Frank Mason Harris.

R. C. A.

Sunday—April 25th—trip to Yerba Buena Shoals to see the exposition, so far completed. This is a trip given by the Down Town Association to its members and friends, and a big treat. We leave on the Key Route boat *Yerba Buena* from the ferry slip at 10:30. Get off and really walk on the Golden Gate International Exposition Site. Return to the boat for a buffet luncheon and a little jaunt along the site, arriving back in San Francisco at 2 P. M. Price, \$1.25, including lunch.

Reservations at once—tickets are limited.

GERTRUDE D. TUBBS, Recreation Chairman.

My sincere thanks and appreciation are extended to all those hard-working, loyal folks who put their shoulders to the wheel and helped make our carnival the splendid success it was. The cares and heart of your Ways and Means Chairman are now much lighter!

Thanks, again, one and all.

MARGARET BELL.

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except Saturdays.

DEL MONTE

Just a chit-chat to you on the State Convention. Oh—hh—hh, but this is to be a BIG TIME. Reservations are coming in within all our hopes and then some! From all parts of the state come letters thrilling with anticipation. Rates are within the pockets of the Business Woman and plans for your enjoyment are varied and many. Your clothes can suit your whims—sport togs predominating. All details in the April number of the *California Woman*.

Now, perhaps you are minus a machine to convey you hence! What about the good old reliable train? We have a splendid rate: \$3.15 round trip—think of that—and takes you right to the Del Monte station, where Mr. Bellhop drags your grips! You can take that Del Monte Limited leaving at 4 and arriving in time to dine; or, there is an 8:15 in the morning, which brings you in for luncheon. In order to procure the rate, however, you must obtain Identification Certificates, which should be in the hands of Mrs. Burlingame by the time you read this.

Dass all now—s'more next issue.

GURTY.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Teacher and physical education instructor (open to women only). Entrance salary, \$95 a month and maintenance. Age limits, 23 to 45 years. Date of examination, May 8, 1937.

Student interne, senior interne (open to men and women). Student interne, salary, \$25 a month and maintenance. Age limits, 23 to 40 years. Senior interne, salary, \$50 a month and maintenance. Age limits, 24 to 40 years. Last day for filing applications, May 20, 1937.

CLUB NOTES

By CORNELIA SEELEY

Netta Jones spent the week-end with friends Fresno.

Vetura Dudfield has moved to 736 Leavenworth Street. Her telephone is the same, PROspect 249. Please change your roster, and PLEASE send a Dramatic Section mail to this address.

Anna Reidy has moved to 1138 Taylor Street telephone PROspect 4307. Please change your roster.

Florence Hogan is the proud mother of a nine pound boy, who arrived on April 1. Congratulations.

Mollie Gunn is reported to be quite ill at her home in Oakland.

Trissie Miller is enjoying a surprise visit from her sister, Miss Grace Cook of Chicago. We hope we shall have the pleasure of meeting Miss Cook in our club rooms while she is here.

Three cheers for Mrs. Dixon, mother of our L. Margery Shaffer! Mrs. Dixon's faithful work seeing chances at the Carnival and again at the Presidents' Council party added much to the success of both affairs.

Ednah Butler and Terese Forman celebrated the joint birthday at a gay party in the "Circus" the Fairmont Hotel.

Nell Boardman was hostess at a lovely Sunday evening supper party in her Jordan Avenue home on April 4. Honored guest was her sister, Miss Garretson of Chicago.

President Amanda Heuermann was too ill with severe cold to preside at the April business meeting. Hazel Oppenheimer, our first vice-president, graciously filled the chair in her stead.

Margaret Torreyson, guiding genius of the Presidents' Council, was unable to attend the party given by the Council in our club rooms on April 7. Margaret was in Sacramento that evening assisting the lobby against one of the legislative bills aimed at destroying California's child adoption laws.

A far echo of the aviation dinner—Miss Margaret Dwyer, aunt of the speaker, Lieut. Bonnalie, is dear friend of Cornelia Farrell and was her guest at dinner on that occasion.

Louella M. Payne writes good wishes and friendly greetings to the club members from her home in Los Angeles. She finds her social service work the most interesting.

Lily D. Holden has a new address, the Grand Hotel in Chicago. Please change your roster.

Nell Palmer and her nieces were among the gayest of the Carnival celebrants. This is the first of the club affairs that Mrs. Palmer has been able to attend in many a long month.

Elizabeth Dutot writes from the Huntington Hotel in Pasadena to tell us of attending Eastern Sunrise service at Mirror Lake in Yosemite. She found it extremely lovely and very inspiring. Before returning home, Elizabeth will visit Palm Springs and see the desert wild flowers.

Who won the prizes at the Presidents' Council party? Well, grand prize of \$50 went to Miss L. Fernard; second prize, \$2.50, was won by Miss McCollom; Rae Morrow took the box of stationery, and Bertha Dale fell heir to the blue bowl.

Harriet McDonald has asked that we express to the members of the club her sincere appreciation of their many notes and letters of sympathy.

Our Honorary President, Lillian MacNeill Palmer, doing some publicity work for the Chamber of Commerce in her home community, Los Gatos. On Tuesday, April 6, Lillian inaugurated a series of weekly radio programs over the San Jose station, KJW. She will present a different speaker on each of these broadcasts.

FUN GALORE

When business women play, they play with a vengeance, as was convincingly proven Saturday, April 5, when they gathered on the eleventh floor of the Eastern Women's Club for their carnival and fun festival, where from 1 P. M. until midnight fun reigned supreme.

On leaving the elevator, you were encountered by various signs pointing you to the country store, where were found all kinds of provisions, including live duck, a rabbit, and two full-grown roosters, one of which kept reminding us that he was there crowing quite frequently. A real cowboy with a lasso, which he did not hesitate to use when occasion demanded, was on hand assisting with the various games that were one of the highlights of the affair. All afternoon crowds were milling up and down Main Street, Poverty Row, and Prosperity Lane mingling and purchasing the things that were for sale—home-made candies and cakes, groceries, grab bags, carnival hats, caps, horns and balloons, white elephants, and, ere the evening was over a delicious hot lunch was served by D. Roach Withers and her assistants.

In the evening several *barkers* arrived and were recognized as Dr. Hamilton in the garb of a Kentucky colonel; Anita Mayer, decked out in a checkered suit; Rose "Grebbie" Grebinar, who made a good-looking Irishman in her long-tailed green suit. A number of other prominent members arrayed in brightly colored pajamas sold their wares in real carnival style.

Fortune tellers in profusion were on hand to tell the past, present, and future of everyone who deigned to know their fate—some through palmistry, some through handwriting, and still others with that old standby, cards.

The queen of the carnival, Margaret Bell, came down Main Street dressed as a belle of the gay nineties, times and everything, and made quite a hit. Dr. Crockett wore a "cloak" that had been worn by a woman on the night before the great fire to hear the news when he thrilled San Francisco with his marvelous voice.

Space does not permit us to describe in detail the entire program, but everything was there to make a perfect carnival, and it was a financial success as well as a fun fest for everyone. If you missed it, you missed a rare treat.

The silver fox fur donated by Fred Benioff was won by Minnie Dumas, and the dress donated by Rose O'Brien, by Elizabeth Dutot. *Lucky girls!*

Much credit is due Fred Parr and the several gentlemen who so freely gave of their time to make this a gala occasion. E. F. H.

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Sunday Dinner	4:00-7:30

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DELEGATES TO STATE CONVENTION

Election of delegates to the State Convention at Del Monte will be held on Tuesday, April 20. Polls will be open in the club rooms from 12 noon to 7 P. M. of said day. The club is entitled to six delegates and seven alternates. Be sure to cast your vote and fulfill your club duty.

The following members were nominated at the business meeting held on Tuesday, April 6:

Elizabeth Adams, Caroline Bachich, Florence Calderwood, Mabel Clay, Bertha Dale, Grayce Dempsey, Ida Grebinar, Lillian Hall, Sylvia Kempton, Ida Lord, Anita Mayer, Reta Marshall, Ethel Maxwell, Charlotte McClelland, Hazel Oppenheimer, Bertha Pierce, Frances Raymond, Ida Reed, Mary Ryley, Louise Stivers, Lucia Steidel, Margaret Torreyson, Vivian Yarbrough, Z. Clements.

GERTRUDE D. TUBBS, Secretary.

WATCH THE MINUTES

The man or woman who makes a success of his job—whether it be selling insurance, keeping books, pounding a typewriter, setting type, pouring cement, or what have you—does so through utilizing to the utmost the two most important things he or she possesses—personal ability and TIME. A minute is only 60 seconds long, and it is so easy to let it slip away. But 60 minutes wasted is an hour wasted—and 60 minutes a day wasted may be the difference between success and failure.

It requires a lot of concentration to force most people to take up the slack in their daily routine—but it can become a most interesting game. Try driving yourself for just a month. You will find the results most surprising and gratifying.

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The National Federation of Business and Professional Women's Clubs, Inc.
1819 Broadway, New York, N. Y.

RESPONSIBILITY OF EMPLOYED WOMEN FOR DEPENDENTS

Read carefully the entire questionnaire and the instructions before answering.

Our Federation, together with a number of other women's organizations, has been asked by the League of Nations to supply the International Labor Organization with data on the political, civil, and economic status of women in the various countries.

It has been agreed that the Federation's contribution to the data will be a study of the "family circumstances of gainfully employed women and their responsibility for dependents." We therefore urge you to fill out and return this questionnaire.

You can help to make the study a success by answering every question carefully.

DO NOT SIGN this questionnaire. No names of individuals will be recorded or used in connection with the study.

Return it completely answered at once to:

Director of Research

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL
WOMEN'S CLUBS, Inc.

1819 Broadway New York, N. Y.

INSTRUCTIONS

Before answering the questions, we ask you to read carefully and observe these instructions.

- a. Read the entire questionnaire and see how the questions are related.
- b. All the material in this questionnaire relates to the calendar year 1936.
- c. Note the following explanation of specific terms used in the questions.

Question 2. "Title of Position" calls for your status or occupation: as stenographer, dental hygienist, attorney. If owner or partner, so state. If not employed during 1936, do not return questionnaire.

Question 3. "Field of Employment" calls for the nature of your employer's business. This term includes schools; municipal, state or federal government; hospitals; private firms. For example, your connection may be with a senior high school, retail jewelry store, restaurant, hospital. State nature of your own business if you are an owner or partner.

Question 6 (a). If you feel that your situation is entirely independent, whether you have your own apartment or live at a club where you pay your own way, or live in a family where the sole relationship is that of paid boarder, you belong in group (a).

Question 6 (b) is self-explanatory.

Question 6 (c) is designed to include all those who share their household with others than relatives, whether invited in and paying nothing, or paying a share, or more than a share. The test is "is there something more than simply payment?" This covers any kind of pooling basis.

Question 15-20. "Household" expenses mean all expenses of the group living together.

d. You will notice two instructions in the questionnaire itself. One is a footnote referring to question 11 (f); the other appears before question 14, pointing out that the following questions, 14-21, are to be answered by everyone who has checked 6 (b) or 6 (c). The value of any questionnaire checked at 6 (b) or 6 (c) will be very much lessened if questions 14 to 21 are not answered.

e. No matter how you answer question 6, please do not fail to answer question 22.

f. This questionnaire was set up to give information with the greatest economy on certain situations regarded as fairly typical. It may not have met your particular situation. Where you feel that its form has prevented you from giving information you regard as important, please add facts and illuminate under question 23.

SPECIAL COLLECTION APR 23 1937
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Anne Seers

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

APRIL 24 1937

No. 17

Weekly Program



Coming Events

April 26—Civic Section—postponed.

April 27—Dramatic Section, 7:30 P. M.

April 29—Choral Section, 6:45 P. M.

April 29—Thursday Open House, 8:00 P. M.

Hostesses

Elizabeth Dutot, Chairman

Louise O'Hara

Sylva Bishop

Anita Bradley

Belle Bradley

Ethel Lockwood

Bertha Pierce

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—Second and Fourth Tuesdays, 6:30 P. M.

Dancing—Alternate Fridays, 6:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Our Big Adventure! Actually placing foot on Treasure Island, Golden Gate International Exposition, on Sunday next—April 25th. I feel so thrilled—don't you? We leave on the Yerba Buena, Key route ferry boat, at Slip 3, at 10:30, and sail forth. Arriving, we have entertainment and view the site. Returning to the boat, we have a buffet lunch and hunt along the site and return to our San Francisco at 2 P. M. Price, \$1.25, includes all. I told you about last issue, but maybe by this time tickets are all gone—however, you can try me!

The Show at the Alcazar a happy evening. There were thirty-five of us and we got seats for 40c and sat in the third, fourth and fifth rows! Ritzzy—Oh yes! It is peppy, colorful, musical, and enjoyable—go see it. Price, 55c, unless you have a group.

Our next show will be at the Curran, May 18th. *Dead Ends*. An outstanding success in New York—still running. Lugubrious, though.

GERTRUDE D. TUBBS, Recreation Chairman.

CIVIC SECTION

There will be no meeting of the Civic Section on Monday, April 26. Watch THE BUSINESS WOMAN for announcement of the next meeting.

EDNAH M. BUTLER, Chairman.

GOOD NEWS!

To you who are seeking a "Fountain of Youth"! What we are about to tell you will help you along the way and you will thank us for it.

The Dancing Section is no longer a part of the Dramatic Group and will operate hereafter independently under the capable leadership of Miss Louise Nyma, every other week, beginning Friday, April 23, at eight o'clock sharp, in the club rooms.

On account of space, the dancing class will be limited in number. Already twenty have definitely signed up, including new members of the club who are joining because of a special interest in this type of activity. SO HURRY—it is going to be great fun trying to be "kids" again. The program planned is so very enticing, you'll have to come out to find what it is all about. The "fun" will include sitting-up exercises, line work, taps, etc.

Our club, through the dancing section, is most fortunate in being able to boast of such a talented member as we have in Miss Nyma. There can be no doubt as to the success of the class since she is a former instructor of ballet, tap, and all types of international dances, having had classes both in Los Angeles and San Francisco, and other sections in the Bay area.

Reserve Friday, April 23, 8 P. M., in the club rooms for the dancing class, and the same time every other week. Bring comfortable shoes (no taps), a play suit, slacks or pajamas.

The Business Woman

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Club meetings are held first and third Tuesdays.
 Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Betty Walton
 1840 Clay Street
 Associate Editor.....Shirley Radke
 Contributing Editor.....Ellen F. Heady
 Club Reporter.....Cornelia Seeley
 Accounting.....Ruth P. Shaw
 Advertising.....D. Roach Withers

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 First Vice-President.....Hazel Oppenheimer
 Second Vice-President.....Margaret Bell
 Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
 Auditor.....Lola D. Stillman

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 Choral.....Anita K. Mayer
 Civic.....Ednah M. Butler
 Dinner Hostess.....Margery E. Shaffer
 Dramatic.....Vetura Dufield
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 Remembering.....Bertha J. Dale
 Research.....Phyllis Bourne
 Sunshine.....Matilda J. Schimpf
 Transportation.....Nan G. Lawrence
 Ways and Means.....Hazel J. Oppenheimer

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By CORNELIA SEELEY

Sylvia Kempton spent several days in Sacramento last week in the interests of the Cannerymen's League of which she is secretary.

Helen Doble, president of the San Francisco chapter of the Zonta Club, attended the district convention of that organization in Fresno on April 17 and 18.

Grebbie had a fashion display and model show for the Women's City Club advertisers' show on April 20 and 21.

Mildred Wurz spent the week-end visiting with friends in Los Gatos.

Ruth Shaw has moved to 1489 Eighteenth Avenue, telephone MONTROSE 7132. Please change your roster. Lucy Edwards is reported ill.

We welcomed several interesting guests on Thursday evening, April 15. Helen Mielke and three fellow-workers from the California Packing Corporation, Mrs. Daisy Stark, Miss Gertrude Andersen and Miss Blanche Kubeck, formed a congenial bridge foursome. Anne Joseph had her guests at the anagram table; they were Miss Rita Maltbui, Miss Alpha Porter, and Mrs. Herbert Keadey.

Mae Barr Long made one of her frequent business trips to Sacramento last Monday.

Lulu Brunson donated three new volumes to our club library. Thank you!

Mrs. Jeanette Roth went to Woodland for the week-end, combining business and pleasure.

Our State President, Caroline Weber, Miss Whiteley of San Pedro, Gertrude Tubbs, Ethel Johnstone and her sister, Elizabeth Johnstone, motor to Del Monte on Sunday, April 11, to complete final arrangements for the State Convention to be held there on May 7, 8, 9.

Sarah A. McLaughlin writes from Glendale sending greetings to the club. She says: "I am so mighty interested in the club and its doings and am also still hoping to get back to San Francisco. We'll surely be glad to see you, Sarah."

Charlotte McClelland, one of our own past presidents, was honored by election to the presidency of the Bay District at the meeting of the District held at Hotel Leamington, Oakland, on April 17-18. Charlotte has done effective work in the vice-presidential chair and will do honor to the highest office in the District. Congratulations and good wishes, Charlotte.

San Francisco Business and Professional Women were well represented at the Bay District meeting in Oakland. The following members attended: Hazel Oppenheimer, Nan Lawrence, Rita Marshall, Gertrude Tubbs, Ethel Johnstone, Margaret Torreyson, Sylvia Kempton, Bertha Dale, Mary Baker, Phoebe Wramp, Ida Rose Grebinar, Belle McDonald, Nettie Smith, Jean Kerrison, Alice Kennedy, Elizabeth Mowder, Anne Joseph, Isabelle Banz, Margery Shaffer, Lillian Elias, Lillie Kuck, Margaret Lewis, and Louise Stivers.

Deepest sympathy is extended to Margery Shaffer in the passing of her husband.

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YOUR CONVENTION CHAIRMAN GREETES YOU WITH FINAL BULLETIN

Lest you have forgotten: State Convention, May 8, 9.

All details and rates and programs are to be found in the Convention issue of the *California Woman*, which reached you April 2. **READ CAREFULLY.**

If you are attending, write at once to Hotel Del Monte for reservations; be sure to be explicit as to time of arrival, price you wish to pay, and names of your party.

There are plenty of rooms and, should you not be able to decide until the last moment, come along; you will be placed.

The program to be offered should be tempting to all tastes—intellectually, recreationally, and gastronomically.

The hand of friendship is expected of you, so please do not disappoint. We are a group of women, vitally interested in our business, in our progress, in the development of the *Business Woman*—hence why we sitate to grasp the hand of another, known or unknown?

If possible, do take part Sunday morning at our reus—our giddy time! Rig up a costume, there are so many characters to mimic! If you feel dignified, be a Spanish lass—revive old Monterey atmosphere!

This will be a memorable event in club life and your aim is to have you all with me at Del Monte!

ETHEL M. JOHNSTONE, Convention Chairman.

CHORAL NOTES

Smile

A little bit of quality
Will always make 'em smile;
A little bit of courtesy
Will make the task worth while.
A little bit of FRIENDLINESS
Will tickle 'em 'tis plain—
And a little bit of SINGING
Has brought old members back again.

ANITA K. MAYER, Chairman.

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BOOK SECTION

The first meeting of the Book Section was certainly like old times—thirty-one book lovers. Think of that. First we read a list of promising new books and jotted down those that appealed to each one. We cried a little over Ida Lord's beautiful interpretation of *We Are Not Alone*. We laughed much with Steinbeck's *Of Mice and Men*. Then, because we were all glad to be back in our old circle, we selected our program for next time to make sure we would hear about the books in which we are all interested. This week we will purchase two new books for the library for all to read.

Another copy of *Gone with the Wind* was generously donated by our member, Josephine Weed.

If you didn't join our band for "One Night in Thirty for Books," do it on Monday, May 10, our next meeting.

ESTELLE M. KANE, Chairman.

INVITATIONS

The Business and Professional Women's Club of Palo Alto invites us to attend their installation dinner on Monday evening, April 26, to be held at Palo Alto Community Center, corner Melville and Middlefield Road, at 7 P. M. Price, \$1.00; reservations should be in by April 24, and may be made with Mrs. H. N. Standley, 250 Byron Street, or by phoning Palo Alto 8416.

Hayward Business and Professional Women's Club invites us to their installation dinner on the evening of April 27, Tuesday, at Green Shutter Hotel in Hayward. Price, 75c plus tax. Mail reservations to Esther McStay, 747 A Street, Hayward.

Speaker, Miss Florence Stahl of San Jose.

MY HOMEWARD WAY

Uphill and winding lies my homeward way;
This woodland avenue I've traveled long,
Often with tired feet, but, day by day,
Its loveliness has blest me, and its song.

How well I know what every turning brings,
What tree-filled mountain canyons I shall see,
Where flocks of purple lights with folded wings
In redwood forest nests brood peacefully.

Its every living tree I know and love.
I know where arching boughs of green divide
To let me see the sky's blue pool above
Where birds fly or white clouds at anchor lie.

And when the way winds clear of trees at length,
I see Mount Tamalpais against the blue,
And something in me speaks its creed of strength,
Stand firm, be patient and keep smiling through.

O uphill, winding way, each turn to me
Is like the face of a beloved friend,
And like a friend who stands to welcome me,
My home waits for me at the road's last bend.

ADDIE M. PROCTOR.

This poem won first prize in the Mill Valley Record contest. It was published April 9, 1937, in the *Mill Valley Record*.
MADELON SAXON.

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Mrs. Sue R. Merriman

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Dinner	4:30-7:30
Sunday Dinner	4:00-7:30

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SOMEBODY IS FOLLOWING YOU

Somebody is following you.

Somebody sees your footprints in the sand and is unconsciously going your way.

Somebody is catching a glimpse of you as you thread your way through life's mysterious woods, and is coming after you, perhaps merely because he knows no better direction to take.

Nobody is so insignificant and commonplace that he does not determine by his example the life of some one else.

We are fond of underrating ourselves, to escape responsibility. But the fatal power of leading others is unescapable. They follow us persistently in such measure as we have no wish to be followed.

For the examples most doggedly imitated are of those who do not set themselves up as examples.

People do things because others do, more than for any other reason. This is the strange force of crowds, where we are swept along by the cumulative power of example to do what in our sober judgment we would never have done.

A little of this pulling power rests in everyone of us. No matter how small and inconsiderable a person you seem to yourself to be, some one is being led by you by the invisible towlines that reach out from you to him. No soul walks alone. No act of self-restraint or of petulance is without an echo in some one.

Down the ways of life you walk at the head of some sort of a procession. Dimly and instinctively they follow you.

UNCONSCIOUSLY, even more than consciously, you are making this world a better or a worse place; you are adding to its pile of happiness or its heap of misery; you are shedding light or spreading gloom. You cannot help it so long as you live.

When the final books are balanced it is your "little nameless unremembered acts" that will weigh most.

DR. FRANK CRANE.

CHARITY BEGINS AT HOME

A small storekeeper, to the surprise of his brethren, suddenly decorated his window with a gorgeous new blind.

"Nice blind of yours, Isaac," quoth his neighbor

"Yes, Aaron."

"Who paid for it, Isaac?"

"The customers paid, Aaron."

"What! The customers paid for it, Isaac?"

"Yes, Aaron. I put a leedle box on my counter 'For the blind.' And they paid for it."—*Verbum Sap.*

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WHO OWNS THE MOUNTAINS?

John, an ambitious youth, one day stood viewing the mountain range. Turning to his father, he asked, "Who owns the mountains?" His father began to name some of the owners.

"Well," said John, "I don't see what difference that makes. Everyone can look at them."

And John was right. The beauties of natural mountains and valleys, forests, rivers, lakes, parks and pleasure grounds, the songs of birds and the happiness of springtime belong to anyone who enjoys them.

We have the greatest pleasure in watching a game that we can understand—a good baseball or basketball game! We enjoy such games because from our own experience we know the joy of a good base hit, or the sorrow of a fumbled ball; we know the excitement of waiting for a free throw, or the joy of a ball that just rolls in the basket.

For somewhat similar reasons music lovers attend the opera, nature lovers seek mountains and parks, book lovers haunt libraries, adventure lovers explore arctic regions and deserts. We all enjoy what we are fitted to enjoy. Pleasure in seeing and doing lies largely in our capacity for pleasure. An old adage expresses this idea: "He takes most from the art gallery who takes the most to it." An important part of life is training ourselves "to own the mountain."—*Literature and Living.*

USING OR MISUSING ONE'S EARS

"It is all right to keep one's ears pinned back to avoid missing what is going on. But to use the fixtures as catch-alls for the small talk of life, and to shut out "news" that means something, makes neither rhyme nor reason.

Even if one is going to live to be a hundred, I can't afford to waste a minute upon the driveling and piffle and gossip of chattering, time-wasting, reputation-blasting gabblers who would rather hurt than help.

Certainly one's ears were made to hear with. But it is largely up to the individual as to what he hears. One cannot shut out the noise of an automobile horn, but he can refuse to stand hunched while some peddler of time-wasting chatter is broadcasting.

A good listener is one who listens to something good. What do you say?—*The Pick-up.*

Lawyer: Now, sir, did you, or did you not, on the date in question, or at any other time, previously or subsequently, say or even intimate to the defendant or anyone else, alone or with anyone, whether friend or mere acquaintance, or, in fact, a stranger, that the statement imputed to you, whether just or unjust, and denied by the plaintiff, was a matter of no moment or otherwise? Answer me, yes or no.

Witness: Yes or no what?

WHEN PATRONIZING OUR ADVERTISERS' MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

MAY 1, 1937

No. 18

Weekly Program



Coming Events

May 4—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

May 6—Choral Section, 6:45 P. M.

May 6—Thursday Open House, 8:00 P. M.

Hostesses

Lulu Brunsing, Chairman

Lydia Rogers

Jeanette Roth

Lucille Caesar

Lillie Kuck

Susie Hicks

Margaret Lewis

May 7—Dancing Section, 8:00 P. M.

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Gone Convention coo-coo! All ye who are going hither, bring your jolly best humor and prepare for a memorable interlude. Convention work is going to be interesting; brisk contests will be in order; our Carolyn Weber bids adieu as State President. For good times we have much to see about the grounds; we swim; we can putt! Then that Circus—what fun! Wear a costume if you can, but for goodness sake do not stay away because you are as is. Clothes are not the order of the day. Friendship is the slogan. Wear what you have at any time—during the day, at the dinners, at the Circus! With all these girl friends, who'll bother about what you have on—'cept, of course, if you preen at the head cable!

Well, come on along! Del Monte or bust!

GERTRUDE D. TUBBS, Recreation Chairman.

DRAMATIC SECTION

Is planning interesting studio plays for May. Be on the alert for details in THE BUSINESS WOMAN.

L. KUCK, Secretary.

CHORAL NOTES

SING: To utter vocal sounds with musical inflections or melodious modulations. To produce harmonious or pleasing sounds.

So says the dictionary about what we are endeavoring as a choral to do for the pleasure and entertainment of our fellow club members, their guests and friends.

MARIE WILKENING, Secretary.

DANCING SECTION

Is off to a flying start—great fun it's to be—watch THE BUSINESS WOMAN for particulars.

LOUISE NYMA, Chairman.

INVITATION

The Gilroy Business and Professional Women's Club invites us to attend their annual Birthday Breakfast to be given Sunday morning, May 2, 9:30 at Hotel Milias.

Miss Elizabeth Thomas will give an illustrated talk on *My Travels in South America*.

Please make reservations at the Hotel Milias.

DEL MONTE

Mrs. Georgia M. Farmer, Social Director at Hotel Del Monte, attended our Program Dinner last Tuesday. Mrs. Farmer is a member of Pasadena and Los Angeles Clubs, being Vice-President of Los Angeles Club last year. She came up especially in the interests of our coming convention and all who contacted her were delighted with her graciousness and her details of our coming hours at Del Monte. She will promote all the sport activities which we may wish to enjoy; she will give attention to our many whims; she will see that all the little loose ends are tightened up. A woman of splendid personality and well fitted for her work. We are fortunate, indeed, that she will be at Del Monte.

This is the last time I will be saying to you: Del Monte Convention, May 7, 8, and 9. Everything has been done to complete your happiness during these days, and even though at the last moment you have failed in your reservations, it will not be too late even now.

ETHEL M. JOHNSTONE, Convention Chairman.

The Business Woman

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1840 Clay Street

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Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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First Vice-President.....Hazel Oppenheimer
Second Vice-President.....Margaret Bell
Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Lola D. Stillman

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Grayce Dempsey Ethel M. Johnstone
Edith C. Floyd Enaid C. Jones

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

ABOUT BOOKS

"These are the masters who instruct us without rods and ferules, without clothes or money, if you approach them, they are not asleep; if investigating you interrogate them, they conceal nothing; if you mistake them, they never grumble; if you are ignorant, they cannot laugh at you.

"The library, therefore, of wisdom is more precious than all riches, and nothing that can be wished for us worthy to be compared with it. Whoever, therefore, acknowledges himself to be a zealous follower of truth, of happiness, of wisdom, of science, or even of faith must of necessity make himself a lover of books."

You're not forgetting your *One Night in Thirty* at the Book Section are you? Why not bring another club member this time, or a friend who enjoys books?

Two of the season's best books will be reviewed by our members. The girls are working hard to give you fine interpretations. So jot down your date for Monday, May 10, at 7:30.

ESTELLE M. KANE, Chairman.

ROTARY CLUB

Invites our membership to participate in the San Francisco Boys' Club Exposition and Carnival at Playland-at-the-Beach, May 3 to May 9, inclusive. Chief of Police William J. Quinn is sponsoring this activity and desires to present us with complimentary tickets to the Exposition Building, containing displays of boys' activities and projects. The event is in celebration of International Boys' Week. For those having the time and interest, tickets are available from Mrs. Burlingame.

GERTRUDE D. TUBBS, Secretary.

THE VAGABOND RETURNS

Just now, she is wading through accumulate work, with a very pleasant recollection in the back ground of three weeks around the States.

Spring was everywhere, although the native Chagoans didn't know it—they still wrapped up in the neck in fur coats, while the San Franciscan flitted up and down Michigan Avenue in spring suits sports coat and scarf flying, drinking in the exhilarating freshness of the lake breeze.

The half-day spent roaming about Ford's Green field Village was more than worth any sense of disturbance in Detroit later.

New York has done much growing up and out. What was uptown before is downtown now, and the handful of skyscrapers that were so awe-inspiring some years ago are just nothing compared with the present crop. Everybody wants to take you through Radio City—and it is worth several hours, from cellar to roof.

The last issue of *Independent Woman* opens with an article on the loveliness of Washington, D. C. If the politicians tear up those cherry trees for another memorial to anybody, one of the most beautiful settings in the world will be gone, and the two memorials now placed (Washington and Lincoln) will lose much of their attractiveness. The city is overrun with something besides lobbyists—cafeterias—a tragedy for one who likes to be served. However, delectable food was found in a *stable* near Embassy Row. Few people seem to know about the rather recent Folger Shakespearean Library hidden around the corner from the Congressional Library. It is one of the most beautiful buildings in the country, houses a fascinating little theater, handsome library, and thrilling exhibit hall.

The journey through the South to New Orleans is unforgettable for the *restful* beauty everywhere—pastoral scenes, streams through lacy woods, meadow and woodland dotted with unfamiliar wild flowers of white, cream, yellow, and crimson. Then the bayous and canals with picturesque oaks heavy with hanging moss reflected in the water, wild iris of purple and red shades almost as large as our cultivated flower. At a turn in a road wisteria had spread over a veranda and up and around a great shade tree and its clusters of blossoms dropped heavily from the branches and trunk of the tree as well as over the little house. A ducky, dressed in faded blue jeans, open shirt, wide-brimmed straw hat, let an oxen-drawn cart find its own way through the dust. Surely, this is a land of "green pastures" and "still waters."

New Orleans was charming in its nonchalant manner of living, with French, creole, and Southern influences.

The trip home was spent mostly in sleeping, but occasional sweeps of lavender, yellow, and sage green, with cacti in bloom, improved the scenic situation until the "hills of home" came into view with their cascades of lupine and poppies against an emerald green background.

The Vagabond salutes the South, and in doing so includes the southern part of our own State. We meet with our neighbors this week-end, to discuss mutual interests, handle problems of the Federation and play when things become a little too heavy. Our southern neighbors have been most generous in letting the North claim the presidency, so, these many years, and it is good to know that one of the

intelligent and capable clubwomen of the South will have the opportunity to lead us through the new year. And the South may count on the North for the same co-operation and goodwill that we have enjoyed.

SHIRLEY RADKE.

REPORT FROM PRESIDENTS' COUNCIL

Lucy Edwards, treasurer, reported at a meeting of the Presidents' Council, Wednesday evening, April 21, that the party or Fun-Fiesta, held April 7, netted the Guidance Bureau \$336.00. Close to 1250 tickets were sold, and the booths and concessions brought in over \$100.00. Thanks to the B. P. W. C. for donating its club rooms for the evening, the expenses were small, consisting of only the rent for Merrill Hall, prizes and small incidental expenses.

Special mention should be made of Nan Lawrence, who salvaged all the left-overs from the Carnival and sold them at the Fun-Fiesta, turning over the entire proceeds to the Council, with the permission of the club. We wish especially to thank Ida Reed, who, though not feeling very well, came and told fortunes for us; also Harriet Blockburger and Helene Maguire. Their efforts went far toward adding to the spirit of the occasion, as well as to increasing our profits.

Everyone who attended the fiesta remarked upon the spirit of goodwill which prevailed, and upon how all enjoyed themselves. It was fun from the first scramble to present tickets at the door until Lillian Hall drew the last number from the box. And it made friends for the Guidance Bureau and the Council, got us some prospective members, already one new member for B. P. W. C., and enough funds to continue for several months.

Mrs. Heinrichs' report for the last month is interesting and gives an idea of the sort of work she is doing. Three hundred and forty women, 200 of whom were repeats, and 140 of whom were new callers, were counseled during the month. Calls for positions to be filled were 86, of which 48 were filled by the bureau. The majority of those which could not be filled were domestic positions. A larger proportion of office women come to the bureau than do the domestic type.

Kinds of positions which were sent in during the month include: Nursing, general housework, computer operator, junior office work, dietitian, private school teacher, child care, art craft picture framer, governess, pantry woman, manager of lodge work for girls, factory work, bookkeeping, stenotyping, fountain girls, work in distributing company, care of motherless children, boarding house waitress, social worker.

It has become axiomatic to thinkers on the subject of employment trends today that it is necessary to have counseling projects and retraining and readjusting agencies for the worker of thirty-five to forty and over forced out of business and industry, so that he may be able to support himself in his later years. Our Guidance Bureau has attracted the attention of the State Board of Equalization, which, seeing the necessity for it, has already sent one member to investigate it and plans to send more. They are loud in commendation. What may be the future of this agency we have started? Time may show that we had a greater idea than we even dreamed we had.

L. STIVERS.

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CLUB NOTES

By CORNELIA SEELEY

That thrice LUCKY girl, Elizabeth Dutot, will now away to Del Monte Convention wearing the beautiful NEW creation she found, upon her return from a thousand-mile motor trip, which included Yosemite Valley, Palm Springs, and the picturesque desert in spring blossom, she had won at our Carnival from the ROSE O'BRIEN DRESS STUDIO.

Louise Stivers entertained her sister, Mrs. Mary Rector of Norden, high in the Sierra, over the weekend.

Mrs. Effie Gracelon, a member of the Business and Professional Women's Club of Klamath Falls, Oregon, was a guest at the program dinner on April 20.

Eleanor Middlehoff is nursing a broken foot and getting about as best she may with a cast on the injured member.

The club presented Charlotte McClelland with a lovely corsage of orchids on the occasion of her installation as president of the Bay District. The installation took place at the Hotel Leamington in Oakland, on Sunday, April 18.

Margaret Bell, our second vice-president and Ways and Means Committee chairman, is back in circulation again. Margaret took a little time out after her strenuous and effective work in putting over the carnival.

Ida Lord is thoroughly enjoying the San Francisco sojourn of two old-time friends, Miss Ann Towle and Miss Florence Towle of Somerville, Mass. Many of the club members had the pleasure of meeting the Misses Towle at the dinner meeting on April 20.

Anna Reidy's guest to hear Mr. Gibson discuss current economic and labor situations was Mrs. Cora Rapp of the Eames Company.

Assembly Bill No. 2811, which was discussed at our business meeting on April 6, has been withdrawn by its sponsor. This measure was designed to prohibit the employment by the State of California, or any political subdivision thereof, of any married woman whose husband was earning \$1,500 or more annually. The fight waged against the bill by Business and Professional Women's Clubs throughout the State, with attendant newspaper publicity, was the largest single factor in bringing about its withdrawal.

The door prize at the Leamington Hotel luncheon—two and a half gallons of motor oil. The winner—Margaret Torreyson, and no car to use it in. The ultimate recipient—Bertha Dale.

Elsie Monte fell off a stool in her office the other day and broke a rib! She's all taped up and most uncomfortable, but carrying on anyhow.

Edna Rowe's mother, Mrs. Ayers, is in the hospital. We hope for good news from her soon.

M. Virginia Himes has returned from a most enjoyable trip to San Diego and Coronado.

Sincere sympathy is extended to Irene Bock in the sudden passing of her sister, who lived in Los Angeles.

THE LABOR SITUATION

Timely Topic No. 2

We had another very interesting and convincing speaker at the Program Dinner last Tuesday in the person of Hilden R. Gibson of the Political Science Department of Stanford University. Although Mr. Gibson's particular field is political history and the problems of modern society, at our meeting he gave a very definite and instructive talk on the labor problems as they are today.

At the outset of his address, Mr. Gibson informed his audience, which was unusually large, that he was biased—biased in favor of labor.

He said that the cause of so much unrest and turmoil among the laboring classes today is due to the militant spirit that is dominating the middle class which he described as anyone who is employed for someone other than himself and which include about eighty per cent of the working people.

The sit-down strikes, that are prevalent all over the country, are a system and technique, not a cause. That the sit-down strike is obviously illegal and a violation to the statutes of all states by violating the property rights of others, but that property rights also include the right of the laboring man to his job. It is unbelievable to assume that these are caused by paid agitators. Who would do this paying? A man cannot be a leader without followers.

Mr. Gibson explained the difference between the A. F. L. and the C. I. O. by stating the A. F. L. is a group of craftsmen made up of several different unions composed of skilled laborers and not willing to include the unskilled workman into their rank. The C. I. O. is an organization headed by John L. Lewis and is willing to include all workers—the canner and agricultural as well as the skilled craftsman, and that Mr. Lewis as a leader is doing a fine piece of work in all fields where strikes have occurred, refusing to accept terms where the workers would not benefit even though the wages were higher; that he wants for workers not only higher wages but a wage that will allow them to rise above their present level and live instead of just exist.

Mr. Gibson closed his address with the admonition that the wage earner should mourn less and organize more.

ELLEN F. HEAD

CONVENTION DELEGATES

At the election held on Tuesday, April 20, the following members were duly elected delegates to the State Convention at Del Monte on May 7, 8 and 9: Ida J. Lord, Charlotte F. McClelland, Ida M. Reed, Margaret Torreyson, Sylvia Kempton, Frances E. Raymond.

At said election, the following members were duly elected as alternates to said convention: Bertha J. Dale, Z. Clements, Anita K. Mayer, Ida R. Grebner, Grayce E. Dempsey, Elizabeth S. Adams, Florence M. Calderwood.

GERTRUDE D. TUBBS, Secretary

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The Business Woman

Official Publication

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Vol. 14

MAY 8, 1937

No. 19

Weekly Program



Coming Events

SECTIONS

May 10—Book Section, 7:45 P. M.

May 11—Dramatic Section, 7:30 P. M.

May 13—Choral Section, 6:45 P. M.

May 13—Thursday Open House, 8:00 P. M.

Hostesses

Lucy Edwards, Chairman

Ellen Heady

Blanche Johnson

Marian Feary

Mary Fromhagen

Pearl Parr

Lydia Floan

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

BOOK SECTION

On Monday evening, May 10, at 7:30, the Book Section will hold what the committee sincerely hopes will be another interesting book evening.

Two outstanding new books will be reviewed by two of our own members. Nell Boardman will interpret Esther Forbes' new novel, *Paradise*, that is receiving so much interest these days. Grace Dempsey will review for us Kipling's extraordinary biography, *Something About Myself*.

Come yourself, of course, but bring a friend, too, who loves books.

ESTELLE M. KANE, Chairman.

CHARLOTTE INSTALLS

To those who were fortunate enough to be there, it was a privilege to watch our own Charlotte McClelland install officers of the San Leandro and Alameda Clubs. San Leandro was quite puffed up to think theirs was the first club at which Charlotte officiated since her installation as president of the Bay District.

Both were happy occasions and Charlotte in her usual capable manner presided with such dignity and graciousness that we were very proud of her.

So once again one of our members brings honor to her club.

DANCING NOTES

Limited space will not permit our telling you *all* about the first dancing class recently held under the leadership of our graceful and bewitching teacher, Louise Nyma. You will simply have to attend the next class to find out who has joined and to marvel at the great enthusiasm displayed—and *apparent talent*. Do bring loose and comfortable clothes so that you may thoroughly enjoy the work and the fun and receive all the benefits that are possible.

We are reminding you again that the class is limited as to number so if you are planning on joining us—just a word to the wise—

Be sure to come and sign up Friday night at eight o'clock (May 7) in the club rooms.

SPECIAL INVITATION

To the mothers of members to visit our Open House on Thursday evening, the 13th. We are proud of our "club" mothers and always delighted to see them, but this will be a very special occasion honoring Mother's Day.

CHORAL NOTES

How many of us know that the first choral society in the United States was founded in Stoughton, Massachusetts, in 1786. The founder was America's first composer, Walter Billings. You see, we have history in back of us.

MARIE WILKENING, Secretary.

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R. C. A.

Treasure Island! There were those of us aloof with enthusiasm as to this location; after our sojourn for an hour, we have capitulated and are thrilled with expectations; we vision beauties beyond promise — fancy a million and a half allotted to horticulture! There is a balminess on this island which surprises. It was a big pioneer day, we the first party to land upon *Treasure Island*, our fair-site. Two huge steel skeletons (future exhibit palaces) made us insignificant pee-wees; dredgers and working apparatus gave realization of the stupendity of the project. We had song and music and speech-i-fying and eatings. There were forty-seven in my party and we all feel indebted to the Down Town Association for the privilege of a Red-Letter Day.

Next: Sunday, the sixteenth, we're off again. Exploring that huge arena, the Livestock Exposition Plant, down there in Visitation Valley, the "biggest building of its kind in all the world": 400 feet long, 300 feet wide, 146 feet high, will seat 12,000 people. We will buy a Sunday Pass and our Genevieve Allen promises us a guide; when we've oh'd and ah'd enough, we'll eat; thence to Golden Gate Park to glory in the rhododendrons. Time and place of meeting, next issue.

Cometh, Friday night, the twenty-first, at the Curran. "Dead End's" a fine New York production. Price, 55 cents. Are you coming? Tell me about it.

Sunday, May 30 — that's another colossal adventure — walking across the Golden Gate Bridge. Oh — GURRLS!

GERTRUDE D. TUBBS, *Recreation Chairman*.

CLUB NOTES

By CORNELIA SEELEY

Bertha Stalder has gone to Glendale to accept position. Bert will make her home with relatives; 1461 Dorothy Drive, Glendale. We shall miss her: club affairs.

Mary Sexton, one of our former well-known members, sends greetings to the club. Mary has been spending some time at Martinez with her son, and plans to drive north soon to visit her daughter.

Ethel M. Johnstone, State Convention manager, and Cornelia Seeley attended the tenth birthday dinner and installation of officers of the Hayward Business and Professional Women's Club on April 27. About sixty women enjoyed this delightful party and listened to Florence Stahl, State Membership Chairman, who gave an interesting résumé of our National Federation's birth, growth, and objective.

Lucy Edwards has moved to 1610 Sutter Street telephone Fillmore 5481. Lucy's mother has returned to San Francisco and they are keeping house together again. Please change your roster.

Jeannette McCurdy's son, Bertheau, is a patient at St. Francis Hospital. Bertheau is minus one appendix and is doing fine.

That lovely bowl of flowers in the club room came from the garden of Flora Y. Shaw. Mrs. Shaw brought them down and arranged them on Thursday eve.

Friends of Lillie Kuck helped her celebrate her birthday on April 26. The party included dinner at the Sir Francis Drake Hotel and an evening at *Lo. Horizon*.

The wedding of Frances Effinger Steidel, daughter of Lucia Steidel and granddaughter of Frances Effinger Raymond, to Mr. John Chamberlain M. Clintock was solemnized at Grace Cathedral on Wednesday evening, May 5. The young couple will make their home in San Francisco after a honeymoon trip.

Mrs. Henri Napier Carmer writes from Rome, Italy that her trip along the French Riviera was enjoyable beyond description. Mrs. Carmer spent a week in Holland, then went directly to the south of France. After visiting several Italian cities, she will go to Paris for a sojourn there, and later to England.

Mrs. Annie Little Barry will sail on May 11 from New York aboard the steamer *Georgie* for a visit in England and in Paris. After returning to this country, Mrs. Barry plans to spend some time in the East before we see her in San Francisco again.

Dr. Eleanor Chambers spoke recently before the travel section of the American Association of University Women at their supper meeting in the Western Women's Club. Her subject was *Ireland*. Dr. Chambers is writing a history of ancient Ireland and in the process of gathering material has become something of an authority on the subject.

Amanda Heuermann, Vivian Yarbrough, Gertrude Tubbs, and Louise Stivers attended the installation banquet of the Marin County Business and Professional Women's Club on Tuesday, April 27. The party was held at the Marin Golf and Country Club and a varied program by members of the Marin County Club followed the dinner.

Charlotte McClelland, Jean Kerrison, Nettie Smith, and Belle McDonald attended the installation banquet of the San Mateo Business and Professional Women's Club on Tuesday, May 4.

Edna L. Johnston, founder of the Frechold, N. J. Business and Professional Women's Club, is visiting Grebbie.

Genevieve Allen was hostess at a luncheon at the Ymca on April 30. Guests were a politically-minded group of women interested in the "50-50" bill now before the State Assembly. This bill aims to give to women equal representation with men on the State Central Committees of both major political parties.

The members extend thanks and sincere appreciation to our ever-generous Elizabeth Dutot for her gift to our club *kitchenette* of a much-needed accessory—*paper towels and holder!*

Quite a group of the close friends of our beloved Margaret Mary Morgan gathered at her home on May 1 to help celebrate another birthday. There was much singing and merriment and a right good time voted by all.

Mrs. O'Brien, mother of Celia and Dalphine, had the misfortune to fall in the garage of their San Anselmo home and severely sprain her wrist.

FRIENDSHIP CHORAL

The Choral Section held their first quarterly meeting Saturday evening at the home of their chairman, Anita dedicated this meeting to *Friendship*, and we feel ourselves fortunate indeed to have as our headliner one who can so charmingly dispense hospitality and develop friendship and good fellowship as Anita.

We started down the *friendship trail*, led by our namesake friend and director, then harmonized with the *B. & P. W. C.* song, to the *home of enchantment*. Then Anita charted a Friendship course by having each one of us read a little tribute to that most beautiful port in our lives — *Friendship*.

We all enjoyed and appreciated the careful and interesting way in which our secretary, Marie Wilning, presented the minutes of all meetings of the quarter. It is positively thrilling to see how the loyalty to our chairman and director and theirs for us, has stimulated and growth of the section and, correspondingly, the growth of the enthusiasm of each and every member, new and old. Much free discussion was had on different problems which will make our section an outstanding one, and, we hope, credit to our Club.

Frances Raymond, our Honorary Member, was able to be with us as we had hoped, as she had set up with a particularly vicious Lobster, and had gotten the worst of it. Our President, too, was represented only by some lovely flowers she sent us. And Grebbie, too, thought red roses would take her place, but they didn't, though much enjoyed. However, only a few of our regular members were unavoidably prevented from being present and we thought of them and included each one as a link in our Friendship Chain.

A very delicious buffet lunch was much enjoyed, and when we finally made our departures, it was *late*, but we did have *such* a good time, and are already looking forward to our next business meeting.

EDITH C. FLOYD.

VALLEJO

CLUB! Oh, 'tis the finest group of Business Women! Friendliness in every gesture.

Nan and I—orphans minus conveyance. Louise Stivers, ever a helper, offered her car and her services, so off we sped to the installation party of the Vallejo Club. In five minutes after arrival we were old-time friends. Members were there from Napa and Santa Rosa. Dinner was the sort that mother used to cook—goodie! The installation ceremony like unto a beautiful wedding: Flowers and sweetly gowned women with serious pronouncement—Dora Brent of Napa installing.

Who think you the speaker of the evening? That Lillian MacNeill Palmer—the rascal! She was at her best! We sang heaps and I blah-blashed about Del Monte. Louise told about the Presidents' Council and the women were deeply impressed; feel it a work which should be carried on in other localities; Napa Club seriously considers such work in their city.

A wholesome night, bubbling with good fellowship, beauty, pleasure, and constructive thought.

GURTY.

A TRAVEL TREAT

Folks who like to travel into strange, fascinating, far-away places without leaving home will have an unusual opportunity to travel over the Alps by elephant, witness the strange customs of the people of strange countries, when Richard Halliburton, noted traveler, tells one of his vivacious stories here Tuesday, May 11, at Scottish Rite Auditorium.

Described as a "master story teller," the thirty-seven-year-old American adventurer will describe some of his experiences, the people he met and lived among during several of his trips to unusual places.

Halliburton was invited to tell these stories to San Franciscans by the Explorers Club of this city. Miss A. V. Bowyer, long time member of the Business and Professional Women's Club, is in charge of tickets, which may be obtained at Sherman Clay at popular prices.

Halliburton is widely known by his books, including *The Royal Road to Romance*. He will leave for China for new adventure following his San Francisco appearance.

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Sunday Dinner	4:00-7:30

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 14

MAY 15, 1937

No. 20

Weekly Program



Coming Events

May 18—Program Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mr. Paul J. Ost.

May 20—Choral Section, 6:45 P. M.

May 20—Thursday Open House, 8:00 P. M.

Hostesses

Helen Mielke, Chairman

Mary Fish

Fay Watts

Anna Knief

Alice Kennedy

Lucy Cobb

Louise Nyma

May 21—Dancing Section, 8:00 P. M.

Please make dinner reservations early at Club Rooms, Prospect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—First and Fourth Mondays, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

Sunday, May 16—that's a sumfin! We are to cast proval upon the Livestock Plant, at Visitation Alley, Project of Agricultural District No. 4 (hope it's the kee-rect number). You all know tell of Andy'' Gallagher—he's the superintendent. Due the kindness of our Genevieve Allen, this gentleman smiles upon us and we are to have a guide and ebbe—lunch. Oh Goodie—goodness! I raved last ue how it was "the biggest of the big" so be epared to gasp! Buy a Sunday Pass, if you want make a day of it, 'cause after lunching we will y in the rhododendrons in our Golden Gate Park. you have a machine and want to join, come on, et us down there about 11:30. For the "hikers" meet at the Hearst Building, Third and Market— 11—on time! From the car line to the project is easy, flat, short walk.

Due to the opening of "Dead Ends" on Tuesday, r Program Dinner Night, we will attend the Cur- on Friday Night, May 21st—price 55c. Remember—Walking your bridge—May 30th.

GERTRUDE D. TUBBS, Recreation Chairman.

OUR PROGRAM DINNER SPEAKER

On Tuesday evening, May 18, it will be our privilege to have as our guest speaker one of our outstanding citizens, Mr. Paul J. Ost, chief electrical engineer of the Public Utilities Commission, designing engineer for the Municipal Railway and designer of the proposed plan for rapid transit in San Francisco. We are all deeply interested in his subject—*Rapid Transit for San Francisco*.

This is a local problem, and one that is of vital importance to all of us, as taxpayers, as drivers of vehicles, and as pedestrians. We shall find it embodied in a measure on the ballot one of these days, and we want to understand it. We shall have to pay for whatever system is installed, and we want the finest that earnest thought and our money can purchase.

Please make your dinner reservations with Mrs. Burlingame. But, if you are not able to make it for dinner, do try to come in afterward to hear this interesting talk.

DRAMATIC SECTION EXTRA!

MAY 25 — REMEMBER THIS DATE—STUDIO PLAYS AT CLUB ROOMS

Under the direction of Mrs. Eva Smith Hackett

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Bring your family, friends, and yourself!

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Details next issue THE BUSINESS WOMAN

The Business Woman

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CONGRATULATIONS

Always Remembering is the title of our friend Edith Bristol's short story which will appear in the June issue of *Good Housekeeping*. This is the second story that Mrs. Bristol, who is women's editor of the *Call-Bulletin*, has had published in this magazine. The June issue will be on the newsstands May 24.

Business and professional women extend congratulations!

THAT FORGOTTEN BOOK

Will you please help us—Mrs. Burlingame and me—to bring back into our library all the straying books that have wandered away? Will you look around your home to see if there isn't resting somewhere a forgotten book borrowed from the club library?

During the past year a number of fine books have been purchased or given by our friends to our library, yet there are scarcely any of them on our shelves today. They are not lost, we know, just borrowed and forgotten. It isn't quite fair to the other members, is it? For our library belongs to everyone alike.

If you do find such a book and can't bring or send it in, please phone Mrs. Burlingame and I will come and get it. We both thank you for the co-operation we know you will extend.

ESTELLE M. KANE, *Chairman.*

Dr. Phillis Bourne, our Research Chairman, wishes to remind members of the importance of sending to Director of National Research of the National Federation of Business and Professional Women's Clubs, Inc., New York, the Questionnaire, as outlined in the April 17 issue of THE BUSINESS WOMAN.

CLUB NOTES

By CORNELIA SEELEY

Merle Curington and her husband have returned from an enjoyable vacation trip. They motored Zion and Grand Canyons and were away two weeks.

Harriet Blockburger spent ten days at Capito visiting friends and enjoying that lovely spot.

Helen Mielke and Lucy Edwards spent the weekend at Mt. Hermon in the Santa Cruz Mountains with the Progressive Business Girls' Club.

Ethel Maxwell's mother, Mrs. Lidstone, is very seriously ill at Mary's Help Hospital.

Edna Rowe's mother, Mrs. Ayers, is recovering rapidly at St. Luke's Hospital after her recent operation.

Ora Demick stopped in San Francisco en route to the Del Monte convention. She also visited her family in Marin County and welcomed a new little niece, the daughter of her sister, Mrs. Bue.

Lucy Edwards is the new president of the San Francisco Women's Republican Assembly, succeeding Sylvia Kempton, who held the office last year. Minnie Korn is secretary and treasurer of the Assembly.

The Women's Division of the Democratic State Central Committee is sponsoring a luncheon in honor Mrs. Nellie Tayloe Ross, Director of the United States Mint. Mrs. Ross will be in San Francisco in her official capacity on the occasion of the opening of our new mint and the luncheon in her honor will be on May 17 at the Western Women's Club. Members of our club are invited to attend and sit at a special Business and Professional Women's table.

More than eighty of our members attended the State Convention at Del Monte. Isn't that a record to be proud of? And aren't we proud of Ethel Johnstone, Convention manager, and her assistant Gertrude Tubbs, for the way they put it over!!!

CHORAL NOTES

After the organization in 1786 of the Stoughton Musical Society in Massachusetts, the next chorus of significance was the Handel and Hayden Society founded in Boston in 1815. This society became a considerable influence in the development of music in America, being compared in its importance to the Singakademie of Berlin.

MARIE WILKENING, Secretary

Following is an excerpt of a letter dated May 1937, received from J. B. Cress, Field Representative of the Social Security Board, Washington, D. C.:

"The Social Security Board is maintaining a field office for the San Francisco area in room 402, Humboldt Bank Building, San Francisco. This office will assist in the maintenance of wage records of workers for whom social security accounts have been set up and in the adjudication of claims for benefits. The office is also prepared to furnish employers, employees, and all other interested persons with accurate information regarding the Federal Old-Age Benefits plan and their rights and obligations under the Social Security Act. This information is obtainable either through personal call, correspondence or telephone, and, to a limited extent, through addresses by field representatives of the bureau.

"Our purpose in writing at this time is to increase the number of persons who are aware of the existence of this office and of the service that it offers."

WORDS OF WISDOM FROM OUR OWN

When some public speakers step before an audience or a microphone, they rouse their audience to a silence of rapt attention, and leave it with something to think about. Frances Effinger Raymond based an address with these paragraphs:

"Beware of the man, woman or child who can't laugh at himself—the world is encumbered by these egotists. . . .

"God forbid that we should expect the boys and girls of today to have the kind of personalities and mentalities that have brought chaos into this world in which they must live and have their being: leaders with clay feet; Upton Sinclairs of epic fantasies; financiers, politicians, men on the street, who know not where they are going and yet claim privileges that they never earned or have forfeited by greed, stupidity, ruthless individualism. I beg of you, erase from your memories, tear out of your textbooks, eliminate from social civic business affairs the examples and slogans that were sounding brass and tinkling cymbals the other day. In this new day, stick a little closer to the fifth chapter of St. Matthew. What we need are mentalities and personalities that hunger and thirst after righteousness!"

S. R.

A KINGDOM TO SHARE

Is what Nan Lawrence, our Membership Chairman, believes we have to offer members of our club. It is to discover all the riches of this kingdom, new members should have a guide, as it were, for a time, to make them feel at home and help them find the treasure hidden away in our interesting and varied activities.

Surely there are members who would enjoy embarking upon this pleasant and worth-while undertaking. Please send your name to Nan; she will do the rest!

THE KICKER

It is a fate to be a kicker, I always long for peace, but at the wheel that does the squeaking is the one that gets the grease. It is a fate to be a peaceful soul, and not too hard to please, but at the dog that's always scratching is the one that has the fleas. It is a fate to be a kicker means nothing in the show—for the kickers in the chorus are the ones that get the dough. It is the art of soft soap spreading is a thing that palls and stales, but at the guy that wields the hammer is the guy that drives the nails. It is a fate to us not put any notions that are harmful in your head, but at the baby that keeps yelling is the baby that gets fed.

—N. Y. Times Magazine.

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Supervising test checker (open to women only). Entrance salary, \$140 a month. Age limits, 25 to 40 years. Date of examination, June 12, 1937.

Surgical nurse (open to women only). Entrance salary, \$105 a month and maintenance. Age limits, 25 to 45 years. Date of examination, June 12, 1937.

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THIS THING CALLED JOURNALISM

The April issue of *Independent Woman* includes a readable and informative article on women in newspaper work. Ishbel Ross wrote it under the title, *Shall Women Inherit the Fourth Estate?* That field certainly isn't overcrowded, and it offers rich returns in interesting opportunities, adventure, and material satisfaction. Some of our own members could tell us something on this subject. Perhaps one of them will read this and take her typewriter in her lap and get out a snappy paragraph or two about the goings-on in her own newspaper office—and we'll pass it along for your enjoyment, if and when we get it.

Speaking of journalism, though *we only play* at it, the publication of any group or organization belongs to each and everyone in the group or organization. *THE BUSINESS WOMAN* belongs to *you*, because you are a member of the club publishing it. The paper may print a point of view on some matter that agrees with your own, or perhaps it will agree with the other fellow's point of view. Your opinion is just as good as your neighbor's—and your neighbor's is just as good as yours. Differences of opinion keep us alert and compel us to think. We shouldn't *growl* when we read something, anywhere, that is contrary to our way of thinking. There are others who agree, and still others who don't.

We aim to keep *THE BUSINESS WOMAN* fresh and interesting reading—not like the dictionary brought to me the other day by a sweet young gal, who said: "Please, may I turn this in on something else? I find it so *dry*!"

SHIRLEY RADKE.

There is one thing we can never turn into suffering, and that is the GOOD we have done.

MAETERLINCK.

OUR ADVERTISERS

The FIESTA celebration the end of this month is going to bring to our fair city all relatives and friends who are foot-loose and fancy free. We want to feel and look our *best* and know just the *right* places to take them when it comes time for food!

First, there's "foot-comfort" by F. L. Heim & Son, Inc., so that we can *walk* with our Recreation Chairman across the world's longest span on Sunday, May 30.

Consult Dr. Susan Harris Hamilton regarding *streamlining* your personality.

Provide those *irresistible* dresses, for *all* occasions, which you found, without any trouble, at THE GREB-BIE SHOP or ROSE O'BRIEN DRESS STUDIO, with just the *proper* foundation garment supplied by ANITA K. MAYER CORSET SHOP; finishing *jewelry* accessories by FEAR'S or THOMAS P. DAVEY.

Should we wish to bring *special* delight to our visitors, *flowers* from PELICANO-ROSSI FLORAL CO. or THE FRANCIS FLORAL CO. will do just that.

As for *eats*—it's really hard to decide—but we might try the following, and be fully satisfied: THE TERRACE TEA ROOM, THE MAGIC CUPBOARD, TICK TOCK DINING ROOM, or the Y. W. C. A. CAFETERIA.

If you plan a cocktail party at home, try CANAPE KITCHEN. Miss Burton knows how to supply you with canapes, hors d'oeuvres, or fancy sandwiches which are really different!

MORE ABOUT THE MOUNTAIN PLAY

Mount Tamalpais, Marin County

Thunder in Paradise, a drama in two acts, with music, is a story of the arrival in Hawaii of Captain Cook, first white man to visit the Islands. The time is 1778.

With theatrical privilege, the author has blended legend and fact to evolve the action of the play.

Hawaiian music and the beat of tom-toms serve to give reality to the action and native dance with picturesque costumes, give colorful pageant.

The Date—Sunday, May 23, at 2 o'clock.

The theatre is the only amphitheatre of its kind in the world. The stage is about 2000 feet above sea level and the players have for their background a vista which includes the Bay of San Francisco and is bounded by the mountain ranges of the Pacific Coast 100 miles away. The site of the theatre was presented by the Hon. William Kent to the Mountain Play Association for the purpose of the year's festival. The gift was made as a memorial to Sidney B. Cushing.

OPEN SKY DAYS

"Go forth, under the open sky, and list
To nature's teachings!"—

So admonishes William Cullen Bryant, and Dr. Frank Crane tells us:

"Man gained much but lost something when he exchanged the sky for the ceiling. Civilization is a great gain. It is also the mother of infinite disease. It is the house that is doing more than fire-water exterminate the red man.

"Jesus and Buddha taught under the sky: creeds were made under ceilings.

"The sky breeds universality; the ceiling provincialism. It is good for a man to spend some part of every day under the sky, that mayhap a little of it may sink into his soul.

"It is good for him also to go out often in the night, for the stars have a most vital message, as is written: 'There is no speech nor language where their voice is not heard.'

"We have developed a race of men afraid of the sky. Our business is transacted, our books are written, our songs are sung, our pictures are painted, our lutes are twanged, our food is eaten, our theatres are held, our dreams are dreamt, under ceiling. Hence they are, as the painters say, 'hot and foxy.'

"On all we do is the mark of artificiality, a certain mediocrity and cheapness, an absence of the large freedom, that calm majesty, that should characterize this animal, man, in whom dwells divinity.

"The curse of all thought is provincialism, which is the breath of ceilings. From our narrowness comes all our woes. If we had the sky-spirit, as sensed the universal, we should have no more classing egotisms, hot partisanships, mad patriotism, insane race hates, stubborn feuds, nor any of the hell-brood of class. Class, of all kinds, is a ceiling bred folly.

"Humanity, democracy, universal brotherhood and the one God—these are of the sky."

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The Business Woman

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Vol. 14

MAY 22, 1937

No. 21

Weekly Program



Coming Events

SECTIONS

May 24—Civic Section, 7:30 P. M.
Speaker, Miss Carmen Lucia.

May 25—Dramatic Section.
STUDIO PLAYS, 8:00 P. M.

May 27—Choral Section, 6:45 P. M.

May 27—Thursday Open House, 8:00 P. M.

Hostesses

Lorraine Graves, Chairman	Mary Daneri
Lenore Dolcini	Lucy Thompson
Irene Sheehan	Alice Jones
Ruth Yoell	

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

On Monday evening, May 24, 1937, at 7:30, we will have with us, as our guest speaker, Miss Carmen Lucia, organizer of the United Hatters, Cap and Millinery Workers' Union, who has chosen as her subject *Is Unionization Possible Amongst White Collar Workers?* Miss Lucia is at present engaged in organizing the retail clerks.

She has chosen as her subject a question that is of the most vital interest, and one that is being discussed by thousands of our citizens. Many meetings are being held in our city by employees of banks, insurance companies, and other lines of business, and at one of those meetings over five hundred people were turned away because the large hall was filled to overflowing. We see organization all around us. It is the slogan of today.

Let us study this problem together, and consider very carefully both sides of it, so that we shall know what action we desire to take.

Bring your friends to this meeting and join in the discussion that will follow the lecture.

EDNAH M. BUTLER, Chairman of Civic Section.

R. C. A.

Surprise Supreme! The jaunt of Sunday became a tour de luxe. Our Genevieve Allen whispered to "Andy" Gallagher of our intended investigation of the "Cow Palace"—and lo—a Greyline bus appeared. Charles H. Sooy, president and more of Agricultural District No. 1-A, was there to give details. Then Andrew Gallagher, in his usual magnificent style, had a miniature banquet for us at "Paul's"; we had speechifying and we learned of "Future Farmers" and the 4-H Clubs; all the history of the romantic Visitation Valley. Visited the Improvement Club and was taken about by Miss Friedman, the chief thereof. It was a stupendous day for 35 of us 'n. Behind the scenes was another, Mary Schwab, an attorney, who found the restaurant, arranged the niceties for us. We have all these folks to be grateful to for an instructive, congenial and happy day. Ah—it was Belle Banz's Birthday, too—wasn't it goodie she came along? Now you gals as went—how about writing that letter to the "Guv"—did you did it?

Sunday, May 30th, trekking across the Golden Gate Bridge; picnicking with Grebbie—etc.—details next issue.

Monday, June 7th, at the Curran, the peak theatrical event of the year: Lynn Fontaine and Alfred Lunt in *Idiot's Delight*. Never West before, so we are in for a treat. I have reserved 60 seats—how about it?

GERTRUDE D. TUBES, Recreation Chairman.

A CORDIAL INVITATION

Our ever generous Ida R. Grebinar (Grebbie) is celebrating the completion of our wonderful Golden Gate Bridge by offering the hospitality of her delightful Marin County home, at 167 Madrone Avenue, Larkspur, to all who care to drop in during the holidays of May 30 and 31. Please give "Grebbie" a call, however, at Franklin 3055, so that she may have some idea as to how many to expect.

MAY 21 1937

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except Saturdays.

NEW BOOKS IN OUR LIBRARY

These books have been added during the past week and will be available as they are returned: *Beloved Friend*, the beautiful letters of Tschaiakowsky. A gift of our beloved friend, Miss Juliette Smith.

The three following books were purchased: *Old Ashburn Place*, the \$10,000 prize story; *Paradise*, new novel by Esther Forbes; and a splendid mystery, *A Clue for Mr. Fortune*.

Are you checking up with your shelves for a possible *forgotten book*?

ESTELLE M. KANE, Chairman.

CONVENTION FLASHES

'Tis all past—our Eighteenth Annual State Convention! The castle in the gardens was our habit for three short days and now the Cinderellas are harness, their minds aglow with precious yesterday. An inspiring scene, viewing these women from all portions of our state, pouring into the lobby, registering, hand-shaking, joyous and anticipatory; from the border of Mexico to the Oregon line they registered a total of 590—a record! Women intent with the set-up of the Federation; women interested in gaining ideas from the sessions; women pleasant, filled with the urge to bask within the hotel in the gardens, in the environs. Luxury of space of appointments, of meals, of service and of friendships—all for the taking.

A chummy banquet on Friday with about 30 present, the theme covering woman in the world today. San Francisco members inciting a songfest in the lounge, luring voices from other clubs and having a glorious hour. A romantic Spanish Fiesta luncheon at the Roman Plunge, with scarce a man in sight. The formal banquet on Saturday with 72 women in that colossal and magnificent dining room from the speaker's table, a panorama of womanhood, well groomed, alert and responsive to the issues of life. The speaker with a message for the cause and cure of war. San Francisco again with song and reaping praise. Parties everywhere at the midnight hours; dancing in the Bali room; gay carefree hours with laughter far into the night.

The Circus—it amazed the management; the males could scarce realize how well we had mastered the art of play—didn't think it was in us. But was our finale! Homeward the participants, with sacred memories which no weal or woe can steal from those who lingered at Del Monte in May, 1937. GURT

MOTHER'S NIGHT AT CLUB

Last Thursday evening was Mother's Night at our open house. Six mothers came and spent an enjoyable evening, chatting with one another and with the members. Each was presented with an American Beauty rose. Were we embarrassed, who we almost forgot to pin a rose on our president, Amanda and Ellen Heady. Louise Nyma, Jeannette Roth, Lulu Brunsing and Edna Rowe wore mother roses.

Later in the evening, Mr. David Darr, possessor of a fine voice, delighted us with *Carita Mia* and

Tuesday, May 25 — 8:00 P. M.

DRAMATIC SECTION

Presents

STUDIO PLAYS at CLUB ROOMS

Under direction of Eva Smith Hackett

ALL STAR CASTS — In order of appearance

AND THE DOCTOR SAID

Euphemia.....Shirley Lane
Miss Fitznoodle.....Edith Lovell
Dr. Katinka Smith.....Lillian Elias
Dr. Violet Rayburn Smith.....Ellen Heady
Dr. Josephine Crackem Bonapart Smith.....Estelle Kane
Dr. Genevieve Cutupski Smith.....Lillie Kuck
Dr. Pansy Rose-Mary Smith.....Lucy Edwards
Dr. Zenobia Spuffinstein Smith.....Elsie Fear

LOVE IS LIKE THAT

Granny.....Dr. Crockett
Daphne.....Helen Mielke
Mrs. Dodd.....Belle McDonald

SPECIAL FEATURES by Rose Bezek and Josephine Rudasill

Admission 25c

other My Dear. Our choral instructor, Mrs. Paul Williams, was accompanist. Our thanks to Mr. Orr and Mrs. Williams for this treat.

We are indebted to Lydia Rogers for the delicious *d'oeuvres*. The lovely mother's cake was given by Isabelle Banz and Hazel Oppenheimer. The other delicious cakes were brought by Margaret Lewis and Annette Roth. We thank each and every one of them so much for helping to make Mother's Night enjoyable. To Lulu Brunsing goes the glory for the delicious tea. She brewed it just right.

The daughters who accompanied their mothers to the club for this occasion were Grayce Dempsey, Mildred Jones, Margery Shaffer, Veturia Duffield, Amanda Heuermann.

E. R.

CONVENTION BANQUET

The dining room at lovely Del Monte was graced Saturday evening by over seven hundred Business and Professional Women representing 123 clubs throughout the State. Our club is justly proud of the fact that more than ten per cent of those attending the banquet were from San Francisco.

Our own Ethel Johnstone, Convention manager, presided. Our own Carolyn Weber, State President, stated the theme of the Convention, "The Business Woman as a citizen—courageous, constructive."

The flustered little mayor of Pacific Grove arose to welcome us and said, "I'm sure it's the biggest group of women I ever saw in my life"; the president of the Salinas Chamber of Commerce took unto himself some reflected glory, since he had married a business woman about thirty years ago; and the tenth District State Assemblyman complimented the Federation on the active interest taken in legislative affairs and outlined for us something of legislative procedure.

At the head table were celebrities aplenty, local, state and national—no banquet is complete without celebrities—but this banquet table had one who sat there by unique right, Miss Kate Hanley of Santa Cruz, a Business Woman for *sixty-three years!* Miss Hanley had her own millinery business in Santa Cruz many long years before the rest of us were born, and she still has it.

Music by the Hotel Del Monte orchestra made a pleasing undercurrent to our chatter while we ate; the Santa Cruz choral sang a musical interlude, elicited by gracious presentation of baskets of flowers for our outgoing and incoming presidents.

The speaker of the evening, Miss Josephine Chalmers, representative of the National Federation, spoke to us on the *Cause and Cure of War*. She denounced the aggressor as the nation which REFUSES to arbitrate, and stressed the fact that, regardless of whether we take part in world conflicts or not, we cannot escape the economic effects of war, and she urged us to study those effects. She asked us to consider the question as to whether our policy of neutrality and attempted isolation or a policy of tolerance and international co-operation. The International Federation of Business and Professional Women is one of seventeen international organizations having programs pointed toward a greater understanding of the problems that are common to all people. Women have the opportunity and the responsibility of working toward the substitution of peaceful methods of settling international disputes instead of the old way of war.

Following Miss Schains' address, annual awards for conspicuous achievements were made, tokens of appreciation were presented to our outgoing president, Carolyn Weber, and the new officers, headed by E. Louise Jolley of Alameda as president, were presented and installed.

CORNELIA SEELEY.

CHORAL NOTES

You should have been at the convention to hear our girls sing—we were proud of them. They gathered in the lounge after the banquet and sang many songs, giving a cheery finish to our happy evening.

Although we announced our quota for choral members was closed, we have extended the privilege to take in our former able accompanist, Merle Curington. We are so happy to have Merle with us again.

ANNA KNIEF.

CAME THE DAWN

And with it, or very shortly thereafter, the Circus-Breakfast. As we entered the room, we rubbed our sleepy eyes and wondered if it was a lovely dream we beheld or the remains of a forgotten nightmare. For there were dogs and cats, weird grotesques reminding one of Alice's Wonderland, lovely Spanish señoritas and gay caballeros, dear little girls and boys, snakes and spiders in the air, and men, Men!! Black man, White men, Indian Chiefs, truly a paradise of men, Yeah? Anyway, we noticed that Miss Stewart found her hero.

Ring Master Bea Whittlesey, Ethel Johnstone's very able lieutenant, called our attention to the "ring" announcing each act in regular circus style, and she even danced a number with Suzanne quite professionally.

The Strutting Syncopators from Stockton, led by Elaine Brausted, gave some gay minstrel numbers in their usual peppy way.

The trained horse and seal from Los Angeles were almost psychic in their answers to questions; they told everything on you but your age.

But the Redwood Empire capped the climax. They had tight-rope walker, snake charmer, fat lady, and "biggest ellefant" in captivity, and the dancer!! You've never seen esthetic dancing in full perfection till you have seen the incomparable Ada!!

Vivian Yarbrough presented the awards for the best editorial and the best story of the year to Verna Gates Hossfeld in the *Colton Courier* and to our Zilfa Estcourt in the *San Francisco Chronicle*, respectively.

When the time for prizes arrived, we were all glad to see Gurty, as the Dog-faced Clown, carry off the first. The Grotesques, from the Southern District, which we are to see at the 1939 Fair, took second place, and the third honors went to the Living Statues from Salinas.

Door prizes were won by members from different clubs, ours represented by Dr. Crockett. Many small bottles of wine were also won and the last we saw of our Convention chairman, she was sitting in the lobby, wearily passing them out, and receiving many congratulations on the very lovely and successful convention she had engineered.

A ride over the ever lovely Seventeen-Mile Drive, and off for home again with pleasant memories of Del Monte.

EDITH C. FLOYD.

CLUB NOTES

By CORNELIA SEELEY

Lydia Johnson was the winner of the trip to Panama offered by the Western Womens' Club.

Trissie Miller is away on a well-earned vacation.

Mollie Gunn is vacationing at La Jolla. She will be away two weeks.

Helen Mielke is enjoying a visit from her parents, who have come from their home in Idaho.

Pearl Parr and her family spent the week-end in their old home town, Visalia.

Elsie Miller, formerly a member of our club, greeted many of the members at Del Monte. Elsie is now serving her second year as president of the Velada Club in Hollywood. Her address is 510 West Sixth Street, Los Angeles.

Thelma McGuire writes from Fresno that her arm, which she injured in a fall at the convention, has been found to be broken. Thelma attended the banquet and breakfast with her arm tightly bound in adhesive tape, and hoped that the injury was only a sprain. Sympathy from all of us, Thelma.

Pearl Smith, who is now working in Los Angeles, writes: "I cannot bear to sever my connection with the club even though I am away indefinitely." Pearl's address is Kipling Hotel, 4077 West Third Street, Los Angeles.

Mrs. Adelaide Mason, one of our members now living in Hollywood, visited the club rooms last week. She was accompanied by Mrs. Dean of Berkeley.

Charlotte McClelland went to Los Angeles from the convention and will be on vacation for about three weeks. Her brother accompanied her.

Carolyn Weber, junior past president of the State Federation, visited San Francisco after the convention. When Carolyn called at the club rooms she was accompanied by Alice McAndrews of Reno.

Jeanne Goodwin Peck is busy running her husband's sanitarium at Woodmont, Conn., and Blanche Newton reports her work at Grace Hospital in New Haven to be ever on the increase. They send greetings to all.

Nell Palmer visited the club rooms last week and hopes to be able to attend one of our dinner meetings ere long.

Amanda Heuermann was one of an especially invited group who attended the opening of the Republic of Finland special display at O'Connor, Moffatt's on Monday, May 17; ceremonies incident to the opening of this display included addresses by Mayor Rossi and other officials. The invitation to our president was an honor conferred upon the club by the representative of the Government of Finland.

One member, at least, has a date for the Santa Barbara Convention next year. Rose O'Brien so enjoyed a foursome with the Misses Compton, Denegate, and Willits that she promised to play with them again on their own course when she attends the convention in their city.

We were delighted to have Mrs. Hendricks, of the Guidance Bureau, visit us on Thursday.

D. Roach Withers, retired from Pacific Gas & Electric Co., has always wanted to go places and see things. To this end she is in the throes of segregating 35 years' accumulation of household effects to determine what she will supply a furnished flat. She plans to rent her home at 2839 Baker Street before setting forth upon her adventures. Anyone desirous of changing abode might get in touch with Mrs. Withers.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

MAY 29, 1937

No. 22

Weekly Program



Coming Events

June 1—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

June 3—Choral Section, 6:45 P. M.

June 3—Thursday Open House, 8 P. M.
Hostesses

Bertha Hancock, Chairman	Marie Wilkening
Josephine Clark	Leonora Herman
Leonore Baxter	Trissie Miller
Sylva Bishop	

June 4—Dancing Section, 8 P. M.

Please make dinner reservations early at Club Rooms, PROspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

THE CONVENTION BROUGHT HOME

Be sure to come to the business meeting Tuesday, June 1, to hear all about the Del Monte Convention. Perhaps you were there. Fine—then you will want to talk it over; and if you were not there, there is much you will learn about conventions.

Margaret Torreyson and Bertha Dale will give us the highlights of the business sessions. Ida Lord will tell us about the Friday dinner program. Correlia Seeley didn't tell all she knew about the banquet in THE BUSINESS WOMAN. Grayce Dempsey and Edith Floyd will cover the circus. Ethel Johnstone will want to tell us how it feels to be a convention manager, and Ida Reed will be able to sympathize with her and give her impressions of conventions; also, Ida was one of the judges of the circus. Ask her why she didn't give your president prize!

I'll wager Frances Raymond saw and heard a lot that the rest of us didn't, and can't you just hear Frances tell it in that interesting Raymond fashion?

And last, but by no means least, Gurty will give us the general atmosphere, and that alone is worth coming for.

By the way, a friend of mine who knows the managers of Del Monte very well and was there a few days after we left, was told that ours was one of the most—in fact, THE most interesting convention ever held there.

Now, stay away and regret it ever after.

MANDY TO YOU.

R. C. A.

Calling all gals for the BIG TREK across the great divide 'twixt San Francisco and Marin. Gotta get a good start to get ahead of the gang and the wind. Get thee to the terminus of the E or D line into the Presidio at 10:20, Sunday, May 30th. We catch the 10:30 bus and be on the bridge by 11. It will be a thrill—I bet it sways—who! From the Marin side we take the old road down into Sausalito. Quite a walk, but level and scenic, and with good pals you can do it. We catch the train at Sausalito and off to Grebbie's for eats. If you want to join with us at Grebbie's only, take the 12:45 Sausalito boat from the ferry and we'll all be on the same train. Come on, you sisters—here's a chance of a lifetime! I'd like to know if you are coming so as to gage the eats.

Monday, June 7th, at the Curran, Lunt and Fontaine—New York's darlings—in *Idiot's Delight*—price 55c.

Wednesday, June 23rd, at the Curran, Lunt and Fontaine in a world premiere, a comedy, *Amphitryon* 38. Price 55c.

Monday June 14th—at the Geary, the riotous college play, *Brother Rat*. Price 55c.

GERTRUDE D. TUBBS, Recreation Chairman.

DON'T FORGET

Grebbie's cordial invitation to her delightful Marin County home, at 167 Madrone Avenue, Larkspur, to all who care to drop in during the holidays of May 30 and 31. Please give her a call, however, at FRanklin 3055, so that she may have some idea as to how many to expect.

JUN - 1 1937

The Business Woman

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Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor..... Betty Walton
 1840 Clay Street
 Associate Editor..... Shirley Radka
 Contributing Editor..... Ellen F. Heady
 Club Reporter..... Cornelia Seeley
 Accounting..... Ruth P. Shaw
 Advertising..... D. Roach Withers

OFFICERS

President..... Amanda T. Heuermann
 First Vice-President..... Hazel Oppenheimer
 Second Vice-President..... Margaret Bell
 Secretary..... Gertrude D. Tubbs
 Treasurer..... Rose A. Bezek
 Auditor..... Lola D. Stillman

DIRECTORS

Grayce Dempsey Ethel M. Johnstone
 Edith C. Floyd Enaid C. Jones

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

DIVERSITIES

Taking stock of this here club. For instint:

Wednesday last: A bridge class, surprising the teacher, Jeannette McCurdy, with a birthday party after the lesson—sixteen of the lassies.

Thursday came: Dinner and rehearsal at the home of the choral leader, Pauline Williams—thirty warblers.

Friday followed: Theatre Party at the Curran to enjoy *Dead End*. Thirty-five addicts.

Saturday noon: Discussing, digesting, settling world affairs at lunch at Solari's. Twelve live-ones.

All four club diddings—yet but three members duplicated any occasion (three bridgers went the-atering). Each activity filled by individual tastes.

Good ole club, so versatile, so far-reaching!

GURTY.

OUTSTANDING MEMBERS

Dr. Susan Harris Hamilton represents the Business and Professional Women's Club as a member of the executive committee that was organized on May 7 to devise plans for converting the Old Fort Point building into a military and marine museum. The old brick building which has stood guard over the Golden Gate for so many long years seemed doomed to extinction when the bridge commenced to loom high above it, but Engineer Strauss, builder of the bridge, made the suggestion that the historic building be preserved and used as a museum. Dr. Hamilton will report to us from time to time on the progress of the work.

I pray devoutly;
 I hammer stoutly;
 And I always get my way.

ELLEN TERRY.

CLUB NOTES

By CORNELIA SEELEY

Deepest sympathy is extended to Ethel Maxwe in the passing of her mother. We shall all miss Mr Lidstone, one of our beloved *Club Mothers*, who it was always a joy to greet.

Ada Brace is enjoying an extended vacation, several months visiting her brother in San Antonio Texas.

Louise Stivers and Zella Kimball motored to Orlinda over the week-end and visited Zella's daughter. They returned by way of Grass Valley.

Netta Jones has returned from an enjoyable two weeks' vacation, which was spent in Los Angeles.

Susie Peers had one of her co-workers, Miss Lassen, of the Academy of Sciences, as her guest at the club dinner on May 18.

Ellen Heady has moved to 1547 Clay Street. Her phone number is ORDway 7605. Please change your roster.

Helen Mielke, Lucy Edwards, and Edna Row attended the Republican Assembly meeting at Helberg's, up in Lake County, on May 22 and 23.

May F. Riley sailed on the steamship *Pennsylvania*, May 22, bound for New York via the Panama Canal. She plans to return to San Francisco by train and will be away about four weeks.

Donna E. Baker, member of the Seattle Business and Professional Women's Club, was a visitor in our club rooms last week.

Ruth Shaw, Ellen Heady, and Shirley Lane are driving to Los Angeles to visit over the long week-end. We hope they'll tell Nancy Foster hello for us all.

Dr. Susan Harris Hamilton and her husband are attending a meeting of the osteopathic physicians of the northern district at Manzanita Lake in Lassen Park, on May 29-31. The meeting will comprise both social and professional sessions.

Elizabeth Dutot writes that she is having a grand time vacationing on the Monterey Peninsula.

Charlotte McClelland is enjoying the beauties of Lake Arrowhead.

"GLEN AND GADA"

Reports of the convention would not be complete without an expression of appreciation to these good friends who so gladly piloted delegates hither and yon, up hill and down dale, that they too might enjoy and carry home with them a picture of the beautiful landscape. To many of us Carmel means *Glen and Gada*.

N. G. LAURENCE

CIVIL SERVICE EXAMINATIONS FOR STATE POSITIONS

Positions vacant:

Physician, California Institution for Women (open to women only). Entrance salary, \$200 month plus maintenance for self and family. Age limits, 26 to 50 years. Date of examination, June 1, 1937.

Fluid milk investigator (open to men and women). Entrance salary, \$170 a month. Age limits, 25 to 50 years. Date of examination, June 12, 1937.

Graduate nurse (open to women only). Entrance salary \$95 a month and maintenance. Age limit, 21 to 45 years. Date of examination, June 12, 1937.

Institution telephone operator (open to men and women). Entrance salary, \$55 a month and maintenance. Date of examination, June 19, 1937.

Adding machine operator (open to men and women). Entrance salary, \$80. Age limits, 18 to 35. Date of examination, July 2, 1937.

DINNER LECTURE!

Know Ye, our dinners at the club have taken the social order of the day—the price is now \$1.03. For those as always eat out—just another meal with a plus. For those at home or who dine out, or whatever you do for eats, do not neglect to come down thereafter and be with us at our business meetings and at the program meetings. No need of a complex that you must eat or stay away—at least, that's piffle! The eating part is entirely optional, but attendance thereafter is your club duty, your civic duty to your president. You come on in, there are your friends and you chat and really go home feeling quite pleased with your ego.

The gavel strikes at 7:30.

GERTRUDE D. TUBBS, Secretary.

I have just read THE BUSINESS WOMAN, and the kicker, quoted from the New York Times Magazine, a very false philosophy, to my way of thinking, facetiously I re-write it more to my thinking.

The Kicker

Hate to be a kicker, I always long for joy, but the kicker who is longing never finds the precious toy. It's nice to be a peaceful soul and ready far to range, but the dog that's always scratching is the dog that has the mange. To hate to be a kicker means nothing in the show, for the kicker in the chorus is always told to "go!"

The art of soft-soap spreading is the thing that palls and stales, but the guy whose tongue's a hammer is the guy who always fails.

Let us not put any notions that are harmful in your head, but the baby that keeps yelling is the baby that gets red in the place that Mamma painted ere she put the kid to bed!

Yours and the Club's,

CEIL HAMILTON.

OUR BOOK SECTION IS EVERYBODY'S SECTION

We have been so sorry to learn that some of our members are anxious to attend the Book Section meetings, but feel that it is conducted for members only. There isn't such a thing as a member of the Book Section. The Section is yours to attend if and when you please.

Our only dues are a genuine interest in the reading and discussion of good books, and your sincere desire for that pleasure and broadening of the mental horizon that come from the association with good books and with the kindred spirits who gather at our meetings. Of course, we take up a collection for the purchase of new books for the club library. But a dime will always do, or just your friendliness for our purpose.

So go right now and mark June 14, for we are to have a speaker from the outside of unusual merit, with a review and an instructive talk of great interest to all book lovers. Be sure to share this evening with a friend, too.

ESTELLE M. KANE, Chairman.

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ALTERATIONS NOW GOING ON

An envelope came to my desk this week bearing in one corner the globe over which had been drawn a signpost with the words, "Alterations Now Going On." What I read in the papers and magazines and hear over the radio certainly supports that statement.

The fairy tale coronation pageant and ceremony were for George and Elizabeth, not for Edward. As I listened to the broadcast in the early hours of the morning I wondered how I ever thought Edward would go through with such a performance.

Women continue to be *tops* in new fields—you will enjoy the article, *Horse Sense*, in the May number of *Independent Woman*. On another page you will read about the sisters who are world renowned for the pipes they make to hang out of a corner of the masculine mouth.

Our National President, Miss Charl Williams, tells us that we are to have a *stream-lined* biennial convention this year. That is an alteration over which all will rejoice, and bespeaks something new and inspiring in national conventions. A well-organized convention, devoted to intelligent, open-minded, impersonal discussions of national interests and problems, with intermissions of wholesome recreation, will make all other organizations—of men and women—sit up and take notice, and will encourage many of our own membership to attend these meetings. Women must learn to discuss all matters—whether within their organization or without it—honestly, squarely, wisely, and impersonally. We must learn to keep each phase of convention activity in its right place and within its bounds—permitting electioneering to shove the real purposes of the convention into the background, even to midnight conferences, and noisy, senseless *play* have branded conventions in general a waste of time and money. The masterly constructive analysis of our Federation given to us by Miss Williams at the Board Meeting in Chicago last summer and the program outlined for the coming year, to be discussed at the Biennial, are a tribute to the courageous, intelligent leadership we have had during the past two years. It looks as though I shall regret having gone East in April instead of July—and I have a reputation for disliking conventions.

A newspaper includes a news item headed, *House of Lords May Admit Ladies*. Even conservative, staid, beloved England finds it wise to do a little renovating.

All of which means that alterations are now going on in individual consciousness, breaking down imaginary barriers, eliminating false limitations, enlarging our vision, increasing our understanding, revealing our capabilities, and resulting in co-operation, achievement, and appreciation heretofore unknown.

SHIRLEY RADKE.

FRIENDS

Life is sweet just because of the friends we have made

And the things which in common we share;

We want to live on, not because of ourselves,

But because of the people who care;

It's giving and doing for somebody else

On that all life's splendor depends;

And the joy of the world, when you have summed it all up,

Is found in the making of friends.

RAPID TRANSIT

Another interesting topic and a forceful speaker at our Program Dinner, May 18. This time, *Rapid Transit for San Francisco*. The speaker, Paul J. Ost, chief electrical engineer of the Public Utilities Commission and designer of the present plan for the proposed Rapid Transit in San Francisco.

San Francisco now enjoys the position of metropolis of the Bay area, but our present system of transportation, congested traffic, and the bridge tend to make it more desirable to live across the Bay. Because of the saving in time getting to Berkeley and Oakland compared with the time it takes to reach our desirable residential sections, we are liable to lose this reputation and also a large proportion of our population to the East Bay area unless we devise some quicker means of transportation.

Mr. Ost pointed out that the cities in the East which have elevated railways are now building subways and will eventually tear down the elevateds. San Francisco must build subways as we do not want the values of our property to decrease, which would be the case should we use elevateds.

Mr. Ost quoted from a report of Utilities Manager Cahill, which was, in part: "East Bay communities are fully alive to the advantage to be gained by the use of the Bay bridge. They have published in the local papers and national periodicals advertisements with the object of encouraging our citizens to move across the Bay and assuring the newcomers of the advantage of settlement in their communities. This action indicates a solidarity of business interest on the east side of the Bay. In contrast to this concerted action, San Francisco has failed, after several years' discussion, to reach a conclusion that it wants rapid transit in order to offset the advantages which the other communities are getting at the expense of San Francisco."

"It is essential that San Franciscans unite in a concerted, definite, and workable program to relieve downtown traffic congestion and speed up transportation between the business and residential sections of the city."

Mr. Ost informed us that before the cars that leave the Ferry Building reach Kearny Street during the rush hour—5 to 5:30—they are at least twelve minutes behind schedule. That it is impossible to remedy this situation for the reason that should more cars be used, greater congestion would necessarily follow, and that the only solution is some kind of rapid transit system, which, if started now, would take at least four years to build. Therefore, the sooner we commence work, the sooner will be relieved of this intolerable situation.

In closing, Mr. Ost asked that when the time came for bonds to be voted upon we get behind the issue and help put it over and build for an even greater San Francisco, stating the question was not, Can we afford it? but rather, Can we afford to be without it?

Before Mr. Ost was called upon to speak, our president introduced Mr. Spees, who gave an interesting description of the Golden Gate Bridge Fiesta and asked our co-operation in helping to entertain the guests who would be in our city during this celebration.

Our first vice-president also presented H. J. V. Strahn, who gave an interesting and instructive message on the value and advantage of life insurance, stating that this was National Insurance Week and that the insurance companies were stressing education rather than selling side of that business.

ELLEN F. HEAL

The Business Woman

Special Collections

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

JUNE 5, 1937

No. 23

Weekly Program



Coming Events

June 8—Dramatic Section, 7:30 P. M.

June 10—Choral Section, 6:45 P. M.

June 10—Thursday Open House. 8:00 P. M.

Hostesses

Lydia Johnson, Chairman

Florence Attridge	Anita Bradley
Edna Haase	Belle Bradley
Dr. Eleanor Chambers	Ethel Lockwood

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

STUDIO NIGHT

Merci-perci! Wasn't that the darndest finest how t'other night! Surprises! Talent of new members! Whispers: "Who's that?" "What's her name?" Shirley Lane, how about being my maid—if I ever get the price? You were perfect! Edith Lovell, the pampered one, with a hairpin giving *uch pain!* The docs: Osteopaes, medicaes, homeopaes, beautyaes—oh gosh! Lillian Elias, Ellen Eady, Estelle Kane, Lillie Kuck, Lucy Edwards, Elsie Fear—fine demonstrators of the quackery of ure-all—each distinctive in her part. Did the audience chuckle!!

Then the family angle—three generations. How exquisite Dr. Crockett as "Gran'ma." No fantastic dress-up this time—a beautiful cameo of the other generation. Helen Meilke, self-willed youth living its own life—she was excellent. Of Belle McDonald—now what can I say? Invariably a finished amateur, she was entirely different—a sophisticated mother! A joy to behold—how we sat content and gleeful!

Songs rendered by "Rudie" accompanied by our Choral Leader, Pauline Williams. Josephine, you mimaxed yourself—keep along with Pauline and you are "going to town."

Praises fill the air for the Dramatic Section, the singer, the teacher, and the new Dramatic Section chairman, Vetura Dudfield. Vetura, you gave us a fine evening for your first event. It was an outstanding success and I weep for those as failed to come—they missed so much. Studio Nights are BIG NIGHTS and we all await with anticipation your next adventure in the fall of the year.

Vetura—take a bow!!

GURTY.

JUN - 4 1937

A MUSICAL TREAT

Put a big red letter mark after June 15, for we are to have a special treat at our monthly dinner. The program is to be given by Mr. Leon Lang of Sherman, Clay & Co., and we are promised an unusual musical feast. Mr. Lang has given these programs before many of the large clubs in this district as well as the Northwest and has had enthusiastic audiences wherever he has gone. Two of our own members, Zella Kimball and Frances E. Raymond, have heard him and insist he gave one of the best entertainments they have ever heard. In addition to this we will have some specially prepared songs by the Choral Section. So we should all come away with music in our souls. More details will be given in the next issue, but remember *Tuesday, June 15.*

LUCIA R. STEIDEL, Program Chairman.

GLASS GOES MODERN

It is the topic of our Vivian Yarborough's radio talk Friday morning, June 4, when she is to be a guest of the *Call-Bulletin* program as *Woman to Woman*. Vivian will speak as a representative of the Owens-Illinois Pacific Coast Company on *New Developments in the Glass Industry*.

Mrs. Edith Bristol, women's editor of the *Call-Bulletin*, is master of ceremonies for these weekly broadcasts, presenting speakers on topics of current interest to women, and is heard Friday mornings at 10:45 o'clock over station KPO.

THANK YOU

Each and every one for your co-operation and kindness in helping make our studio plays successful.

And our own Section—well, I ask you, Aren't they a swell bunch? I am happy to belong.

VETURA DUDFIELD, Chairman.

The Business Woman

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Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Accounting.....Ruth P. Shaw
Advertising.....D. Roach Withers

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Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

R. C. A.

The Golden Gate Bridge—we "hiked" it!! There were twenty-nine of us—the day balmy with a bit of breeze; the damsels in good humor and congenial; the atmosphere charged with the Fiesta Spirit! We loitered, pointed out high spots, sang the praises of the Wizard Strauss for giving the privilege of a pedestrian cloister. We have it all over the "jailloppis" because we can see—right on the very edge we look over and feel the magnitude of this structure—the vast accomplishment of the impossible. This pedestrian lane will become one of the attractions of San Francisco. Of a balmy moonlight night—what—a—what—a! And we bussed into Sausalito from the Marin Approach and I lost six of my gals and got a panic—but, I found 'em—and all was well.

At Grebbie's—was there ever a more hospitable woman! She just hands over all to her guests. When we arrived there were some twenty others—fancy the hubbub!!

We all chattered and chowed and luffed and sang and partook of the ozone; some strolled, others played cards, whilst many just loafed—each to his fancy. Early birds began to leave at four, but the stay-alls hung around for another feasting and song. By eight, Grebbie relaxed. A dozen of us, at Sausalito, again by bus to the Marin Approach, traversed the bridge back to San Francisco, with that fairy city and her surroundings in full view every step. What a glorious finale to an epoch-making Fiesta!

To Grebbie we are all deeply indebted—always willing, always helpful! To Joseph Strauss we pay homage! AND, to circumstance which permits us to dwell in the one and only city and its environs, we are humble and grateful.

Now, sisters, I have but lately conducted you to three great achievements: "Treasure Island," our future exposition. "Cow Palace," the vast livestock area of tomorrow. The hike across the "Golden Gate Bridge," the greatest span of all time. I have

no more tricks up my sleeve; our future activities must be repeats. Thusly—Sunday, June 20th, third of a picnic at Fairfax with Anita Mayer—a live one!

Theaters

Monday, June 7th—at the Curran, Lunt and Fontaine, in *Idiot's Delight*. \$1.10.

Monday, June 14th—at the Geary, *Brother Rat* a college comedy. 55c.

Wednesday, June 23rd—at the Curran, Lunt and Fontaine, in *Amphitryon 38*, a comedy. \$1.10.

GERTRUDE D. TUBBS, Recreation Chairman

CHORAL NOTES

The Singakademie of Berlin was formed by a group of twenty-seven singers, students of Karl Christian Flach, for the purpose of performing mass written by Flach. Their first meeting was on May 27, 1791 and the society is still in existence. It now numbers over 600 members.

One of the proudest achievements of the Singakademie was the performance of Bach's *Passion According to St. Matthew*, under the direction of Mendelssohn in 1829.

MARIE WILKENING, Secretary

THURSDAY OPEN HOUSE

Siestas between fiestas seemed to reduce our usual Thursday evening group considerably, but what they lacked in quantity they made up in quality, and another of those satisfying, friendly at home evenings was greatly enjoyed by all present.

If you want to get acquainted and feel you really belong to this splendid family, you should acquire the Thursday night habit.

"BILL"

Bill joined a lodge and paid his dues;

But as regards attendance,

As time rolled round, his brothers found

They couldn't put dependence.

He seemed to think if dues were paid,

It filled his obligation;

He seemed to miss, somehow, that this

Was just the mere foundation.

And when it came to doing work,

He counted on the others,

(And, by the way, in this I'll say

He has a lot of brothers),

And when they asked for volunteers

To give some job attention,

It wasn't Bill who said: "I will,"

I scarcely need to mention.

Well, time moved on; Bill didn't change.

(He also did some kicking.)

And then, alas! it came to pass,

With sickness he was stricken;

And as he lay in cruel pain,

From which they couldn't free him,

He'd sob and sigh, and wonder why

So few men call to see him.

Oh, when will people come to learn,

Lest they, themselves, have striven

To do their bit, when they are hit,

Help won't to them be given?

It's just as true as truth can be,

We see it every minute—

Life won't return what we don't earn,

But just what we put in it.

—The Masonic Sur

WILL WE THINK OUR WAY THROUGH?

Last week's Civic Section was unusually well attended — mute witness to the interest in collective action, pro and con.

The subject of the address, *Is Unionization Possible Among White Collar Workers?* was quietly and ably presented by Miss Carmen Lucia, who has been engaged in organization work for eighteen years. One of her salient statements were: "Whether we do it or not, we must organize, for organization is in the air, and in our blood." "Those employees who do not come in willingly, will in all probability be forced to join later." The not improbable result of this movement in organization being a new political party in 1940 or 1944. Because of this fact becomes necessary for the so-called white collar classes to interest themselves vitally in the question of organization, for the future welfare of our democratic form of government depends upon intelligent, trained leadership, which can only come through the co-operation of the more intelligent groups.

In San Francisco Miss Lucia has found a surprisingly ready response among the retail clerks with whom she is now working. As is to be expected, she finds some employers are co-operative, others unsympathetic, the latter obviously feeling that their interests are being interfered with when their employees are organized.

At the close of the address the meeting was again open for questions and remarks. Here the audience found its voice. One club member spoke frequently in favor of equal pay for equal work against a minimum wage for women, since the latter tends to lower the wage scale for men as well as women. Discussion was quite lively.

The keynote of the address was a significant reminder of Dr. Conant's recent anniversary address at Harvard, in which he said that "extraordinary things are piling up discoveries day by day, yet mankind still lives in division and confusion," closing with the question, "Has the world the brains and character to meet its own gravest problems?"

DR. HARRIETT B. WARD.

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CLUB NOTES

By CORNELIA SEELEY

Florence Calderwood is visiting her niece in Yreka. The niece came to San Francisco for the Fiesta and Florence then accompanied her home.

Ethel Jones Knowlton, a former active member of our club, reports the death of her sister, Inez Emmert, also a former member. Mrs. Emmert passed away near Eureka.

Bright Tatarian went to Fresno on Saturday, May 22, where she was invited to be honor guest and speaker at the convention of the Armenian Democratic Liberal Party of America. Mr. Tatarian was a delegate to the convention and joined Mrs. Tatarian there for the long week-end over Memorial Day.

Persia Briggs has been having a grand time visiting the Grand Canyon, Boulder Dam, and southern California for the past four weeks.

One of the fortunate week-end vacationists—from Friday until Tuesday—is Anita K. Mayer, who visited Mr. and Mrs. William Swall in the Garden City, San Jose.

No seconds for Elizabeth Dutot—she's always up in the front ranks! She was among the first to walk over the Golden Gate Bridge on pedestrian day—sans hat, which was claimed by the breezes early in the game, and one of the first to drive over on the 28th.

Fifteen women, members of the Stockton Club, who during their lives had been actively identified with the club and civic affairs of Stockton, were honored by the planting of ten trees in Louis Park, Stockton, the same to be a nucleus of a memorial grove. The idea was conceived by Josephine Hogan, also a member of our club, who presided at the planting. The choral was directed by our friend of long standing, Elaine West, now Mrs. Henry Brandstad.

\$1,000 PRIZE CONTEST

The Contribution of Women to the Development of the United States from 1825 to the Present

Sponsored by the New York League of Business and Professional Women, with prizes donated by Arnold Constable & Company, Fifth Avenue, New York.

Contest Rules

1. Select the one woman who, in your opinion, has contributed most to the development of the United States (in science, art, medicine, education, industry or civics, etc.) within the specified period.
2. This contest open to all women 18 years of age and over.
3. Essays submitted will not be returned to the senders. Type your essay on one side of paper. Neatness and legibility count, but elaborateness of presentation does not count.
4. Contest opens April 1, closes August 14. All entries must be postmarked no later than that date.
5. Prize winners will be notified. No correspondence is necessary, simply send in your essay to the New York League of Business and Professional Women, Hotel Biltmore, New York City.

The following prizes will be awarded for the best essays not over 2,500 words: First, \$500; second, \$250; third, \$100; fourth, \$50; fifth, five prizes of \$20 each.

As announced in the May issue of *The Colorado Business Woman*.

I DREAMT I DWELT IN MARBLE HALLS

Do you remember that pretty and sentimental song of the long ago?

The other day, I had been in the Hall of Justice to see our eleven little Marion Morris at work. I to her afterwards that so far as I could see she was the only person who really did much work, and she worked all the time. Wow, but she is efficient. This is a reason she is holding down that job, the woman court reporter in the Superior Court. However, this is not what I started to write about; it is mere introduction to my marble halls. From the court room I went to the coroner's office next door to get Ethel Maxwell to go out to have some luncheon with me. Ethel was not there, but the marble halls were, and the beautiful marble steps, and the elegance of the approach to her office.

I was impressed. Then I began to run over my mind the buildings that house many of our members. Watch Ethel Johnstone enter with state tread her palatial quarters in the Hunter-Dul Building. She has no need to dream about marble halls. She dwells right in them. Get an eyeful of the working quarters of Bertha Dale and the other P. G. & E. members. I wonder they don't get snooty, surrounded with such beauty. If you think I am crazy, go call on Edna Rowe who works in real palace at 150 Van Ness. Trace Lucia Steid to her lair, marble to right of her, marble to left, in the Crocker Building. Look up the gorgeous surroundings of Margaret Montgomery at Balboa High—a king's place in a park is no grander.

When Frances Raymond, Shirley Radke and I go to work we enter halls lined with rare marble, pass into the elevator through bronze gates, and step into offices as delightful as a gracious home.

Men made the marble halls in the beginning, but we gals are getting a lot of use out of them. As we are wasting mighty little time dreaming about them. When we dream it is of a world of peaceful little cabins of our own, little gardens of colorful fragrance, dogs and canaries or maybe a parrot. The pendulum swings and time marches on.

E. S. ADAMS

OUTSTANDING MEMBER

Congratulations are extended to Mrs. Zilfa E. court, women's club editor of the *Chronicle*, who has been selected as the author of the best newspaper story publicizing the work of the California Federation of Business and Professional Women's Clubs during the year 1936-37.

The winning California story, according to a nouncement by the Federation, was one headed "White Collar Workers May Form Union," and was published in the *Chronicle* March 3, 1937. The story will be sent to headquarters of the National Federation in New York City to compete with entries from each of the other States of the nation.

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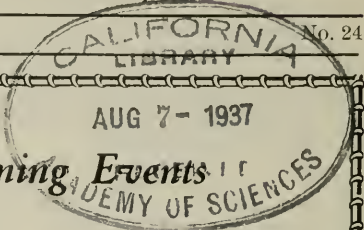
The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

JUNE 12, 1937



Weekly Program



Coming Events

June 14—Book Section, 8:00 P. M.

June 15—Unusual Program Dinner, 6:15 P. M.
Ballroom, Western Women's Club.
Speaker: Mr. Leon Lang.
Organist: Mr. Walter Hadlock.

June 17—Choral Section, 6:45 P. M.

June 17—Thursday Open House, 8:00 P. M.
Hostesses
Nettie Smith, Chairman

Bertha Pierce	Lillie Kuck
Lucille Caesar	Ellen Hady
Lydia Rogers	Blanche Johnson

June 18—Dancing Section, 8:00 P. M.

Please make dinner reservations early at Club Rooms, PRespect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

"SELLING HAPPINESS"

Mr. Leon Lang of Sherman, Clay & Company will give his famous \$10,000 sales talk—or at least part of it—entitled *Selling Happiness*, at our monthly program dinner on June 15 in the Ballroom of the Western Women's Club. Mr. Lang does the unusual of interpreting what he says at the keyboard of the Steinway. Mr. Lang holds the national record for being the outstanding piano man in the United States today.

He has been with Sherman, Clay & Company for thirty-six years and during this period he has given his talk to important groups everywhere in the United States. Some years ago Steinway & Company employed Mr. Lang to tell his story to important music houses throughout the country and paid him an excess of \$10,000 for the short term of work. He has adapted this talk especially for Business and Professional Women so it will be definitely worthwhile to hear it.

A feature of the evening will be a concert by Mr. Walter Hadlock on the Hammond organ. Everyone who has heard this new instrument is most enthusiastic and Mr. Hadlock is a finished artist. Miss Edna Goldthwaite, advertising manager of Sherman, Clay & Company, will introduce Mr. Lang. Miss Goldthwaite herself is one of the outstanding business women in business and it will be an honor to have her as our guest.

Before the program proper starts we will have several community songs to put us in the right frame of mind for a musical evening. Anita Mayer and the Choral Section will lead us. And you know how we do love to sing when we have a chance.

This program is such a special event that it will be held in the ballroom and we want to have a fine

audience. This will be a splendid opportunity to invite prospective members or guests, for it really will be a top-notch entertainment and will be well worth the \$1.03 even without the good dinner you will get. And, of course, if you can't come for dinner, be sure to come in for the program. Everyone will be welcome. So remember June 15th and keep this date open for a real treat.

LUCIA R. STEIDEL, Program Chairman.

ON JUNE 14, AT 8:00 P. M., BOOK SECTION OFFERS CLUB MEMBERS A MARVELOUS EVENING

With very special delight we present a book evening with Mrs. Thomas Stoddard. Many of us know Mrs. Stoddard's splendid reviews. For those who do not, let me say she is one of the outstanding interpreters in our Bay region. With fine insight for our needs and pleasure on this evening Mrs. Stoddard has chosen as the theme of her discourse *The Art of Book Reviewing*. I might add a second title which we know she intends to present, too, *The Art of Intelligent Reading*. To get the most for yourself from this rare opportunity, Mrs. Stoddard suggests that you bring pencil and paper and frankly take down notes for future guidance.

Nor will our evening be all lecture, for Mrs. Stoddard will review one of the most delightful of the new novels, Sheila Kaye Smith's *Rose, Deep Rose*. This book she considers is not only a delightful story to re-tell, but best illustrates the points to be brought out in her discourse.

Doesn't that sound intriguing as a Book Evening? We sincerely hope it is one that will bring you and a friend, and one that will immensely repay you in pleasure and profit. Jot it down—June 14 at 8:00 P. M. sharp.

ESTELLE M. KANE, Chairman.

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Executive Secretary

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except Saturdays.

R. C. A.

Our picnic with Anita is shoved along a week, so save Sunday, June 27th. It will be a great day—Anita is keen, alive, a perfect and gracious hostess. We will collect fifty cents per piece for our eats, fifty cents per piece for your ticket—now who could ask for more? A day in the country away up in the hills of Fairfax, good eats, friends—all for the small tax of a dollar. BUT—we must know how many to prepare for; if you are to be with us, please advise me at once!

Monday next, June 14—at the Geary—*Brother Rat*—rollicking college play—price 55c.

Wednesday, June 23rd—those wonders: Lunt and Fontaine, in a brand new play—*Amphitryon*—a Greek comedy—price \$1.10.

GERTRUDE D. TUBBS, Recreation Chairman.

GOOD NEWS

Final count reveals a profit of \$707.79 from our Carnival, and Margaret Bell, our capable Ways and Means Chairman, wishes to again extend thanks and appreciation to all who helped put this event over.

Margaret's mind is now free to think up other delightful ways of being mean SO SUCCESSFULLY.

CLUB NOTES

By CORNELIA SEELEY

Judge Theresa Meikle sailed aboard the steamer ship *President Hoover* on Saturday, May 29, for six weeks' trip to Manila and other Oriental ports.

Belle Banz and her mother went to Yosemite on June 5 to remain two weeks. This is Belle's first vacation in nine years and she has the good wishes of all of us for a most glorious time.

Elizabeth Mowder has returned from her vacation which was spent at Lokoya Lodge in Napa County. Elizabeth spent the week-end in her home town Woodland, en route back to San Francisco.

Helen Mielke had an enjoyable trip to Yosemite and Sequoia over the Memorial Day week-end in the company of her parents, her brother, and her nephew. The entire party returned to the city for few days, and left for their home in Lewiston, Idaho, on June 5. Helen will be away for two weeks.

Daisy Bruhn leaves on June 15 for a three week trip to Boulder Dam and Zion National Park.

Madelon Saxon is our prize prize-winner. A few months ago she won an award for writing an article on *Why I Like to Live in Mill Valley*, and now she comes out among the winners again, this time for telling why she likes an electric refrigerator. Congratulations!

That long week-end over Memorial Day gave a lot of us a chance for a trek to some place. Leola Goodcamped in Yosemite; Rita Marshall broke in her new car on a trip to Lake County, visiting Hoberg and Laurel Dell; Lucy Thompson visited relatives in Dixon and Davis; Ida Reed went to Napa for a few days with her brother; Daisy Denis and family took a trip to Mendocino County; Nell Boardman and her mother had two trips—on Sunday to Santa Rosa and Petrified Forest, on Monday to Santa Cruz; but Sara Rosenberg had to forgo all festivities and lie around the house with a strained tendon in her leg.

Adah Ruth Taylor flew to Fort Worth, Texas, on Saturday night, June 5, called there by the serious illness of her mother.

Marie Wilkening left on June 6 for Scotia, where she will spend two weeks with her sister and family. Clotilde Grunsky is off on a business trip through the Northwest and will be away several weeks.

Violet Neuenberg sends greetings from Yosemite where she is enjoying a grand vacation.

Ada Brace writes from Laredo, Texas, to tell of a trip across the border into Old Mexico, and says: "Greetings to all the girls."

Margaret Dailey broke her ankle on Memorial Day and will be hobbling around with a cast on her foot for a few weeks.

Phoebe Wramp and her husband were members of a jolly house party at Santa Cruz over Memorial Day where they joined friends from San Francisco and from Stockton.

Madeline Tassett is vacationing for two weeks in Victoria and Vancouver, B. C.

INVITATION

to PRESIDENTS' COUNCIL installation dinner, Monday, June 14, at 7 o'clock p. m., Women's City Club. Come and show your appreciation of Margaret Torreyson, retiring president, for the fine work she has done. Show the interest of B. & P. W. C. in the Council it started and renew acquaintances with women in other clubs.

Speaker, Florence P. Kahn.

Tickets, \$1.25.

Reservations with Mrs. Burlingame Monday morning, June 14.

Ruth Shaw and Shirley Lane, who went to Los Angeles for a few days, bring back a message from Mandy Foster to "go straight through the roster and tell everybody hello."

Charlotte McClelland has returned from her jaunt to Old Mexico and way points.

Laura Gibbel is spending her vacation at Night's Ferry.

The Credit Women's Breakfast Club put on a special program with Chief of Police Wm. J. Quinn as speaker on Wednesday, June 9. The presidents of other women's clubs of the city were invited guests, our President Mandy being among them.

Julia Petterson has moved into her delightful new home in Francisco Heights. Her address is 176 Myan Street, and her telephone EVergreen 7013.

OUTSTANDING MEMBERS

Once again members of the club have done a bang-up, outstanding job in their chosen field. Under the able chairmanship of Hazel Oppenheimer, distinct contribution toward the success of *Life Insurance Week*, which covered the period May 17 to May 22, was made by the "National Letter Writing Contest" committee of the San Francisco Life Underwriters Association. Serving on this committee, and adding much to its accomplishments were Florence Calderwood and Eva Pearsall.

No small task was their job of contacting all high schools in the city so that students might be given an opportunity to participate in the letter-writing contest on life insurance. It was necessary at many long hours be spent at the task, but they were willingly and gladly of their time and energy with the result that the San Francisco Life Underwriters Association is outstanding in its activities during *Life Insurance Week*. Last year this association took third prize in the National Contest. This year—well, who knows. Of one thing we may be sure, the life insurance fraternity of San Francisco is glad and proud to have within its ranks and as members of its official family, women of the high caliber of our club members.

A. V. BOWYER, Executive Secretary,
San Francisco Life Underwriters Association.

HOOFERS' NIGHT

We all know the Golden Gate Fiesta was a howling success, but do we know what is going on at the dancing class? What taps—what talent—what laughs! Are you listening! If you want fun, ask Miss Nyma—she's got IT, and, if you have a single left in your diaphragm, she can show you how to put it into dance rhythm on June 18th.

BLANCHE AVERILL, Secretary.

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DEAR TRAVELER:

So you are leaving soon on a jaunt across the country and sailing home via Panama! And you would like a little information about stopping places en route from one who travels well but modestly.

In New Orleans I found excellent quarters—large room with bath; outside, ceiling fan, running ice water, at the Hotel Jung on Canal Street, for \$2.50 per day. Ask for that rate or you may find yourself in the new "annex" where prices are higher. They have one of the best coffee shops I have patronized anywhere in the country.

You should also write at once for a reservation in Washington as Congress is still dawdling around and the city is crowded. I stayed at The Dodge, and had a very comfortable outside, small room with lavatory and shower for \$3.00. They have one of the best dining rooms in the city, and the entire hotel is run on a non-tipping basis. It is about three blocks from the station, within walking distance of the Capitol, Congressional Library, Folger Shakespearean Library (don't pass that up), and Supreme Court.

If you want to be up at the other end of the Mall, the Willard is the best bet for the money.

One night I was there I took a taxi to the Iron Gate Inn a tea room in a stable (the fare out was 20c), a very interesting place serving excellent food. Then I rode to the Lincoln Memorial to see it in full glory at night, then to the Congressional Library for views of the mosaics illuminated.

The last time I was in New York I put up at the American Woman's Club, 353 West Fifty-seventh Street. I had a small but very attractive room with bath, outside, high up, for \$3.00 per day. You can get a room with bath for \$2.50, too. Even if you belong to no club with affiliations, I am sure you can stay there—it is an enormous place. Send for one of their folders if you are interested. The club is near many things. Regardless of where you stay, you probably would taxi about anyway. The building and gardens are very pleasant.

Nearly thirteen years have dashed by since I was in Havana, but I can close my eyes and ride along El Prado to the Gulf, and back and forth along the sea-wall at night so we could look into the colorful homes that had just come to life, and on through the newer residential section with exquisite gardens to the Tropical Gardens. Or through the alley-like streets of the old city, musty and native, with occasional glimpses through grills into tiny courtyard gardens. It was necessary for me to speak a little Spanish when I was there, to get the drivers to go somewhere other than up and down El Prado. I stayed at the Sevilla Biltmore because I had found it best to put up at the finest hotel in such foreign cities. I particularly enjoyed broiled lobster in the sidewalk cafe at the Hotel Telegrafo.

There is only one hotel you will like at Cristobal (Colon), the Washington. Get a room facing the Caribbean if you can. And one in Panama City, the Tivoli. In Panama City, on a square near the Cathedral of the Golden Altar, is an Italian hotel called El Colombo. It has a lovely old-world dining room where real Italian dinners may be had. It is a place little known to tourists.

From there it is clear sailing up the Pacific to your home port, with a possible stop-over at Los

Angeles Harbor. You will find a bus waiting transport you up to the city if you care to go a don't have friends waiting in their own car. You may think the masts of your ship will crash into the Golden Gate Bridge as you pass under it—but that is an optical illusion that is fun to experience you steam into San Francisco Bay.

You will have a glorious, restful, interesting vacation. Hasta la vista!

THE VAGABOND

CHORAL NOTES

Between the years 1823 and 1873, several choral societies were founded in New York. Some lasted a short time and others merged one with another. Nothing of any permanence, however, until 1873 when Dr. Leopold Damrosch organized the New York Oratorio Society, which remains today probably the foremost choral organization in the United States.

MARIE WILKENING, Secretary

TRAILS

I want no road that's only straight,
With dust clouds whitely blowing;
None such as these can lead my feet
To where my heart is going.

But let me find a twisty path,
That keeps on crying "FOLLOW,"
And rushes up a mist-white hill,
Or drops to dew-wet hollow!

Or guides me to a place of ferns,
I had not thought to see;
However crookedly it runs,
It's straight enough for me.

LOIS CANFIL, in *The Gypsy*

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YESTERDAY — TODAY

I've shut the door on yesterday—
Its sorrows and mistakes;
I've locked within its gloomy walls
Past failures and heartaches.
And now I throw the key away
To seek another room,
And furnish it with HOPE and SMILES
And every springtime bloom.

No thought shall enter this abode
That has a hint of pain,
And ENVY, MALICE and DISTRUST
Shall NEVER entrance gain.
I've shut a door on yesterday
And thrown the key away—
Tomorrow holds no fears for me,
Since I have found TODAY.

—Anonymous

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

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JUNE 19, 1937

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Weekly Program



RECEIVED
COMING EVENTS
OF SCHEDULES

June 22—Dramatic Section, 7:30 P. M.

June 24—Choral Section, 6:45 P. M.

June 24—Thursday Open House, 8:00 P. M.

Hostesses

Vetura Dudfield, Chairman

Marian Feary	Lydia Floan
Pearl Parr	Mary Fish
Margaret Lewis	Fay Watts

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

R. C. A.

THEATERING: *Idiot's Delight* proved a big hit for the jam-dest house you ever saw! And 'n had seventy in our party. Clever stagecraft in every line, every movement; perfectly presented, a magnificent tirade against war! Look forward to

AMPHITRYON 38: June 23rd, price \$1.10. A week comedy and a world premiere for the Lunts, though this is the 38th variety of the old Greek myth.

SATURDAY EVENING, July 10th—at the Greek Theatre, Berkeley: Gilbert and Sullivan Festival commences, the opening being *Ruddigore*. We'll be there!

Picnicking: Oh, I do hope 'tis a real summer day—in Fairfax on Sunday, June 27! Anita Mayer, the dear, is to be hostess to us and we are in for a gorgeous time. Price: Railroad, 50c; lunch tax, 50c. Think of it: A PERFECT DAY FOR A PERFECT DOLLAR! Do tell—are you coming?

GERTRUDE D. TUBBS, Recreation Chairman.

IN MEMORIAM

She has passed, who has been one of our own for some twelve years, Daisy K. Prechtel. Loyal, faithful, contributory—to her clubs, her church, her family, her environment. Frail of body, subject to heart attacks, she essayed not to become an active worker in our midst; yet by her graciousness, her smiling presence, her constancy, she has been one of the bulwarks of the club. Her health has slowly failed, but she carried on, minus complaint, silent as to her handicaps; only those close in touch knew the valiant spirit. In company with a valued friend, she spent her last evening at a quiet dinner, thereafter enjoying "Maytime." It was the anniversary date of her happy marriage. She was radiant. Returning home, she about retired when oblivion came, a peaceful finale to a life generously shared with her contacts. We shall miss her, but are the finer for the spirit of true fraternalism which she exemplified.

"Alas! Life is but a bubble,
That shimmers through the air,
To vanish in an instant.
And goes: Ah, no one knows where."

GERTRUDE.

JUN 19 1937

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BUSINESS WOMAN

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 1840 Clay Street
 Associate Editor.....Shirley Radke
 Contributing Editor.....Ellen F. Heady
 Club Reporter.....Cornelia Seeley

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 First Vice-President.....Hazel Oppenheimer
 Second Vice-President.....Margaret Bell
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MRS. IRMA BURLINGAME
 Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

PEGASUS AGAIN!

This time, the inspired one is Elizabeth Starbuck Adams. But, then, anyone might succumb to poetry who was about to take off in a new United Airlines plane for a happy landing at New York the next morning. Miss Adams left on her vacation June 12, and will spend three weeks in New York and New England with all her family, attend her reunion at Wellesley, visit quaint little Nantucket, and then fly back again to the City of Bridges. Because of this jaunt de luxe, we forgive her for her answer to May Pettengill's offering:

I am glad I am a little gal
 A-settin' in a plane,
 Doin' nothin' all the day
 But jest a-settin' still.
 Mebbe I'll sleep—
 Mebbe I'll eat—
 Don't believe I'll wash;
 I'll just set still three thousand miles
 And REST myself, b'gosh!

If Pegasus continues to park himself in the stables of the local B. & P. W., I shall buy a quart of milk, box of soda crackers, hie myself thither to yon garret, and go into seclusion with a rhyming dictionary. The results probably will be such that somebody will go out and shoot Pegasus.

SHIRLEY RADKE.

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CLUB NOTES

By CORNELIA SEELEY

That lovely "hen and chickens" plant in the club room came from the garden of Minnie Dunn in Baltimore Park. Minnie gave it to our President Mandy, who promptly placed it in the club where it could all enjoy it.

Hazel and Stella Ramon, accompanied by the mother, are leaving soon for a vacation to be spent at Las Vegas, Grand Canyon, and Catalina Island.

Margaret Bell was a delegate to the recent meeting of the City and County Federation of Women's Clubs.

Lynn O'Brien writes from San Ysidro, down the Mexican border, where she is working for Uno Sam. Lynn says her heart is still in San Francisco and sends her greetings to all of the club members.

Amanda Heuermann spent the week-end in Woodland with her son and family. Mandy's mother, Mrs. Arps, accompanied her home.

Lydia Rogers leaves on June 17 for a vacation trip through Oregon, Idaho, and Utah. Lydia will join her sister in Oregon and they will travel together from there.

Olive Chauvaud added so greatly to her fame as dancer by her performance at the Carnival that she has been kept busy since then with invitations to appear before different clubs in San Francisco and the East Bay.

Jeannette Doub Bosley and her husband left June 12 for New Haven, Connecticut, where they will attend a reunion of Mr. Bosley's class at Yale University. From New Haven they will motor through New England and will return to San Francisco through the Canadian Rockies. They expect to be away about five weeks.

Belle Simmons sailed on the *Lurline* June 11 for a trip to Honolulu.

May Riley wrote from the Panama Canal Zone saying that she was thoroughly enjoying her voyage to New York.

Sara Heine is in St. Francis Hospital recuperating from an operation.

Mary C. Fromhagen has a new address, 600 Bridge Way, Sausalito; telephone Sausalito 4400. Mrs. Fromhagen, by the way, is a brand new grandmother!

The new slate of officers of the Brunch Arts Club has two of our members—Leola Good as assistant secretary and Helen Doble as a member of the board of directors.

Jack Long, our "club husband," is reported to be the sick list.

Margaret Bell and Pearl Parr enjoyed a trip to Santa Cruz together recently.

Grebbe has been entertaining a friend, Miss De Max from Los Angeles, in her delightful Larkspur home.

WHAT "HOBBY"!

A hobby for the busy Business Woman.

This is definitely the day and age for hobbies. Most everyone has one. Have you?

Why not a hobby that is educational, something that teaches poise, voice, correct speaking English and charm?

Something interesting, fascinating, fun. Old time, yet ever new.

JOIN the DRAMATIC SECTION and learn to play.

VETURA DUDFIELD, Chairman

THURSDAY EVENING OPEN HOUSE

The busy sisters who wandered elsewhere Thursday evening, June 10, itinerary failing to include club rooms, missed tasting the *best* coffee cake (applied by a thoughtful club member) and the *st* delicious tea—the kind that put visions in the *ss*. Politeness on our part, not to mention firmness on the part of the hostess, kept us from taking too many of the *visions*—we aim to be on hand at Thursday evening to check on the brew. (We *ve* even bring our own stick!)

There were several tables of Bridgers. So intent *re* they on their game they seemed not to mind the *arity* of the group telling fortunes and stories—course, nice stories. Such a question! Sorry Nan *avrence* had to leave early, though in justice to *n* she did contribute *her* true story before catching the boat.

We missed our charming Reception Hostess, Edna *re*, absent because of illness. Hope you are on *mend*, Edna.

Lucy Edwards, Lucy Thompson, and Anita Brad *were* delightful hostesses. Thank you girls; we *d* a fine time at your party.

OUR EIGHT-YEAR-OLDS

A soft gray, restful Sunday morning found a *tain* caravan of cars flitting over the Golden Gate *dge* and dashing down from Stockton, all on *ir* way to Elizabeth Adams' cabin on Mt. Tamal-*s*. 'Twas the eighth annual gathering to do honor the June 8 babies—Frances Raymond, Mary *oney*, and Callie Bachich. Adams hospitality plus *glories* of Marin brought such happiness to the *asion* that two of the guests waxed poetic. Their *erings* were so enjoyable that we share them with *t*.

The guests of honor were greeted by Gurty with *er* version of "Farmer in the Dell":

is is the great big day—this is the great big day,
Heigh-ho and cheer-i-o—THIS BIG DAY OF
THE YEAR!

e have three birthday gals (repeat),
Heigh-ho and cheer-i-o—THREE BIRTHDAY
GALS ARE HERE!

ere's Frances—she's the queen (repeat),
Heigh-ho and cheer-i-o—OUR FRANCES LOVES
US ALL!

ere's Mary—she's an ace (repeat),
Heigh-ho and cheer-i-o—OUR MARY LOVES
HER FORD!

ere's Callie—she's a joy (repeat),
Heigh-ho and cheer-i-o—OUR CALLIE LOVES
THE BOYS!

e're all so glad we're here (repeat),
Heigh-ho and cheer-i-o—WE COME FROM FAR
AND NEAR!

e wish them happiness (repeat),
Heigh-ho and cheer-i-o—WE WISH THEM JOY
AND BLISS!

e wanta come back again (repeat),
Heigh-ho and cheer-i-o—FOR MANY AND
MANY A YEAR!

Dear Z. Clements saluted Frances Raymond with this touching sentiment:

Dear Frances, we are all so glad to be with you today,

To celebrate the glorious past that now is laid away,
To welcome with you what will greet you through the coming years,

Knowing that in the time to come more happiness appears.

The cover for this little note has kept within its hold,

The sweet and sour things that life will always us enfold,

And we will read the lesson it has tried to tell to all—

That life is good, if we accept, and answer to its call.

Best wishes for the years to come is what we want to say,

And may the fruits of a life well spent be with you every day.

We could have made a better verse had we used "shell" or "well,"

But what the heck, the only word to rhyme with them is "hell."

Tut, tut, it would not do—

Hurray!! Good luck to you!

With so much good feeling running around loose our June Babies should continue to celebrate for a hundred years or more—more power to them!

S. R.

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E PLURIBUS UNUM

Now and then some one of our lady friends draws out: "I just can't interest myself in politics." And, occasionally, one of the male species literally froths at the mouth, glares at us across the olives and celery, and growls: "Women should stay out of politics."

The disinterested sister doesn't know it, but she can't live through a single day without being very much interested in politics, so-o-o-o-o, brother, the ladies just *can't* stay out of it. One can't shop—for necessities, commodities, or even luxuries; manipulate the radio, use the telephone, drive the car, perform various home tasks and raise the children, to say nothing of filling a position in an office or shop or running one's own business, without indirectly being interested in the "theory or practice of managing or directing affairs of public policy," to quote in part Webster's definition of "politics." Prices, wages, working hours, business ethics, public utilities, discrimination against women, the age question in the matter of employment touch every individual in the country in one way or another, and they all involve politics.

The pattern of government does not appear so intricate and confusing when we realize that each problem that enters into the situation calls for agreement with or opposition to the only political "platform" that exists, recorded some years ago by our good friend, St. Matthew. I refer to what is known as the Golden Rule. You may groan at the mention of that "platform," but the sooner we put it into practice the quicker all the confusion and difficulties that abound in various communities throughout the country as well as those that are stirring Washington will be dissolved.

Perhaps we have acquired a distorted sense of politics and think of it as a field sown with weeds of greed, self-interest, graft, chicanery, and horse play. We may choose to call the reapers of such a harvest "politicians," but they are not, because they are interested only in the theory or practice of managing or directing affairs of their *own* policy, not the public's.

A politician is a public servant in the highest sense of the word. We have a few such men and women in our own city and state, and many of them in the country. The public welfare is their first interest. We should give more thought to them than we do; then we won't magnify the distorted sense of things in our own consciousness. We should support those who are in that selfless service, and encourage both men and women, capable of working in that field, to enter it. Women possess the ability and capacity to think—clearly, without emotion, and to stand firmly for what appears to be the highest right, just as well as men: intelligence, wisdom, and principle are not a matter of sex. Women should have a worthwhile contribution to make to the real political field in that their very nature, as well as background, has made them more conscious of selfless service.

People within and without the Federation have been reading, with great interest, the discussions of national affairs and our President's messages to the membership given through the pages of the *Independent Woman* each month. The press, local, national, and international, has been quoting Miss Williams on matters of national importance. Because "managing or directing affairs of public policy" has been so deeply impressed upon the public conscious-

ness, we are fortunate to have a National leader, the Federation particularly well informed on the subject of Government, devoting her entire time, selfless service through her broad contacts with the Federation, with educational organizations, a lay groups.

It is small wonder that our Federation has reached the highest membership total in its history during the past two years, necessitating the employment of an all-time field worker. With such a record of progress we should accomplish the goal set for 1940, membership of 100,000. The increased interest, the Federation proves that women intend to play their part in the national life to the best of their ability, and they can do much to raise the standard nearer that expressed in the message, "And the government shall rest upon His shoulder."

SHIRLEY RADFORD

WHO SAID SOMETHING ABOUT MARBLE HALLS?

May Pettengill, one of our genial friends upon Redwood Highway, enjoyed Elizabeth Adams' treatise on Marble Halls so much that she took time out for meditation. It must have been very restful, think of a cabin tucked away among those redwoods surrounded by ferns and rhododendrons. Anyway, our friend May sent back this timely verse as a reaction to the article and her meditations of springtime:

I wish I was a little rock
A-sittin' on a hill;
Doin' nothin' all the day
But just 'a sittin' still.
I wouldn't sleep—
I wouldn't eat—
I wouldn't even wash,
But just sit still a thousand years
AND REST MYSELF, B'GOSH!

To add a little local color to the subject, my twin Ethel Johnstone, took a stroll down a marble corridor shortly after reading about Marble Halls, skidded on something-or-other, sprawled all over the marble floor, struck her chin on the nearest projection, and counted stars and listened to the bird sing for about ten minutes. She feels she could write her own version of Marble Halls. To date, no stone has been entered against one Elizabeth Adams.

SHIRLEY RADFORD

CHORAL NOTES

The New York Oratorio Society was started under Dr. Leopold Damrosch with a small group of 15-20. It grew in size by 1881 to a chorus of 120 voices and an orchestra of 250.

At his death, the work was continued by his son, Walter, and later, for a short period, by Franz Damrosch.

Louis Koemmerich a German conductor, assumed control in 1912. In 1921, the leader became Albert Stoessel.

In 1927 the society gave the first complete performance in New York of Bach's B Minor Mass.

A great organization, grown from a small beginning and based on the fact that a few people who loved to sing gathered together to do so and enjoy themselves.

MARIE WILKENING, Secretary

The Business Woman

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14

JUNE 26, 1937

No. 26

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RECEIVED
ACADEMY OF SCIENCES
Coming Events

Weekly Program



SECTIONS

June 28—Civic Section, 7:30 P. M.

Book—Second Monday, 7:45 P. M.

July 1—Thursday Open House, 8:00 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Hostesses

Elizabeth Dutot, Chairman

Anna Knief

Louise Nyma

Alice Kennedy

Ruth Yoell

Lucy Cobb

Mary Daneri

OUTSTANDING ACHIEVEMENT

It is held the silent forces of nature are always most powerful. To observe our quiet, unassuming Genevieve Allen, one would not be aware of the tremendous driving force which has prompted her throughout many years, to watch diligently all legislation affecting women, and to wage battle, when necessary, for our rights. It is this same powerful force which has enabled Mrs. Allen to guide Assembly Bill 2298, the "50-50" bill, triumphantly through our legislature by a vote of 66-1 in the assembly and 30-5 in the senate.

The signing of this bill on June 16 by Governor Frank F. Merriam marked one of the most noteworthy achievements of women since their attainment of suffrage. It affords us opportunity to work by side with men on political committees, to elect candidates and formulate policies which we earnestly hope will bring about a better world for men and women.

On special invitation from our Governor that a group of B. & P. W. Club members attend the signing ceremonies, Mrs. Allen, Miss E. Louise Jolly, president of the State Federation, and Mrs. Charlotte McClelland, president of San Francisco District Federation, had this privilege.

In her usual modest way, Mrs. Allen lauds all those who have worked so intensely with her in helping put this important piece of legislation through. She holds that a measure of such significance could never have been accomplished without the teamwork of countless individuals. She especially stresses the support given by the entire State Federation

of B. & P. W. Club members in writing letters, sending telegrams, and, whenever possible, personally interviewing their respective members of the legislature, many of whom went straight to the bat when they learned that California was one of the remaining six states which had not yet granted women this equal right. Mrs. Allen feels a very special vote of thanks is due Fred. E. Stewart of the State Board of Equalization, who, at a very critical moment, was able to intercede and point out to members of the Senate Election Committee the political importance of passing this measure at this time; to Assemblymen Elmer Lore and Mrs. Jeannette Daley, who helped get the bill through the assembly, and to William Mosley Jones, Speaker of the assembly, for his fine leadership in securing the passage of the bill; also a vote of thanks should go to Senator A. L. Pierovich, who presented the bill in the Senate, and to Lieut.-Gov. George J. Hatfield, who gave it such fine support.

In gaining this legislative victory, Mrs. Allen feels broad horizons have opened before us, and that we are challenged to disprove the contention that women become engrossed in petty bickerings.

CHORAL NOTES

Another Choral of importance! We find no information in books as to how or where it started nor of the admirable work it has done. This comes from those loyal members who have helped carry it through good times and bad and into good times again. Our own B. P. & W. Choral!

MARIE WILKENING, Secretary.

JUN 25 1937

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Edith C. Floyd Enaid C. Jones

MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

CIVIC SECTION

On Monday evening, June 28, 1937, at 7:30, we shall have a panel discussion on the subject *Unionization of White Collar Workers*, by six prominent members of our own club, who will analyze the problem before us and give us the benefit of their own best judgment in the matter after years of experience in the business world.

Bring your friends with you and join in the general discussion which will follow the panel. We want the views of all of our members on this matter which will affect all business and professional women. We want *your* views. Come let us reason together.

Genevieve Allen, who has waged such a long and successful fight for the 50-50 Bill, and who witnessed its signing by our Governor, will tell us something of what it will do for the women of our State.

EDNAH M. BUTLER, Chairman.

It's always later than you think!

TRISSIE MILLER

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R. C. A.

All's ready for the BIG PICK-NICK!! Sunday next, the 27th day of June, at Fairfax. Not a pier in the old sense—a home gathering in Marvelo Marin at Anita Mayer's little "BYOB." No packages to drag; no dolling-up for the boys; no tight shoes; comfy togs and brogans. For those who dislike the antique pastime of walking, there will be a taxi to haul the body to the spot. No alibi there you cannot walk—deah me! You don't haf-t Anita effervesces hospitality; I bubble anticipation with that steam—the day should be a WOW! Pri 50c railroad fare; 50c for the eats! Time: We leave via the Sausalito Ferry on the 10:45 A. M. boat; repast about 1. If you have your motor, then take the bridge—don-cher-know! Weather being friend on our return homeward, those inclined can migrate the bridge! Oh—goodie! You must tell me if you are coming!

July 10: Greek Theatre, Gilbert & Sullivan Festival opening with *Ruddigore*.

At the Geary, following present show, comes *Rock Service*, another night of laughter.

GERTRUDE D. TUBBS, Recreation Chairman

CLUB NOTES

By CORNELIA SEELEY

Our president, Amanda Heuermann, delivered very fine address over the radio on June 15, taking as her topic *Whither Bound, Business Woman?*

The sympathy of the Club is extended to May Rile in the sudden death of her sister, Mrs. Grace Gaffney.

Mrs. Genevieve Forsberg MacLiver, National Finance Chairman of the Business and Profession Women's Clubs, was the guest of Hazel Oppenheimer at our last dinner meeting. Mrs. MacLiver has come to San Francisco to make her home as we hope she will affiliate with our club.

Mae B. Wilkin, one of the charter members of our club, has returned to San Francisco after having made her home in the East for a number of years. Miss Wilkin has been a member since November 21, 1916, and we are happy to have her in our midst again.

Leora Butler has moved to 3140 Webster Street and has the same phone number. Please change your roster.

Louise Stivers and Ethel Maxwell, accompanied by Ethel's father, Mr. Lidstone, left on June 19 on a motor trip to Seattle and Vancouver. Louise will visit her father in Seattle, and they will be away about two weeks.

Mildred Wurz is vacationing at Weymouth near Alton, in Humboldt County. Mildred says lying under the redwoods is her idea of a real vacation.

Edna Rowe, her mother, Mrs. Ayers, and her father are spending a week's vacation at their cottage in Capitola.

Lucy Edwards will spend the week-end of June with Edna Rowe and other friends at Capitola. Most of Lucy's vacation has been spent "doing what was wanted to do" around San Francisco.

Bertha Pierce is at Myrtledale Hot Springs, Napa County, where she is taking the baths in lieu of obtaining relief from sciatica.

Daisy Denis celebrated her birthday with a weekend at Rio Del Mar Country Club. Nine of the club members accompanied her. Daisy says she believed in two birthdays a year!

The San Francisco Women's Republican Assembly has elected Lucy Edwards president, Lenore Derwood vice-president, and Minnie Korn secretary-treasurer.

Carita Rogers has moved to 1013 Leavenworth street, telephone TUxedo 0129. Please change your roster.

Lilian Elias was hostess at a charming dinner and dance party on Friday, June 18.

Engelborg Farm has moved to 555 Broderick street, Apartment 2. Her telephone is WALnut 3970. Please change your roster.

AN EVENING MUSICAL

We were treated to a most enjoyable evening of music last Tuesday evening in the ball room of the Western Women's Club, when Mr. Leon Lang of Sherman, Clay & Co. gave us a portion of his \$10,000 series talk, entitled *Selling Happiness*. After a very gracious introduction by Miss Elmore Goldthwaite, advertising manager of the same company, in which she told something of what Mr. Lang had done in a series of lectures, how he had been loaned to the Steinway company to give his lecture all over the country, and that representative had remarked that the best thing Mr. Lang brought was himself, Mr. Lang told an interesting story of his beginnings in the sales department of Sherman, Clay & Co. some thirty-seven years ago, of the encouragement he received from his company when he was a lad, unable to speak a word of English; how they had helped mold him into manhood and how he has endeavored to repay this kindness by trying to make a success of himself. Before the evening was over, we all agreed his goal had been reached.

Mr. Lang then went to the Steinway and painted a picture in music depicting life from babyhood to manhood by playing familiar songs which we could connect with different periods of our lives, and when he had finished this musical story, we agreed with him that the piano was indeed the *heart and soul of life*, and that it could be understood by the peoples of all nations.

When Mr. Lang had finished his all too short program, Mr. Walter Hadlock, also of Sherman, Clay Co., took his place at a small electric organ and delighted us with some lovely numbers. As a further treat, Mr. Lang joined the piano with Mr. Hadlock and favored us with some fine music, which included excerpts from *Maytime* and closed with *Home on the Range*, the favorite song of the late Will Rogers.

Before Mr. Lang commenced the program, our choral, under the able direction of Mrs. Williams, with Trissie Miller at the piano, sang some very delightful numbers, including *Love Enchantment*, the lyrics of which were written by Lydia Floan. We are all very proud of our Choral, as well as of Lydia for her beautiful song.

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EXCITING ADVENTURES OF OUR PAST STATE PRESIDENT, CAROLYN WEBER

The following item, surmounted by a picture of Carolyn receiving the cake from the chef, appeared in the Los Angeles Times of June 15:

"In a unique celebration of her birthday, Mrs. Carolyn Weber, past president of the National Federation of Business and Professional Women's Clubs of California, was given an air party yesterday by the organization aboard an American Airline flagship. Mrs. Weber was presented with a huge cake decorated with a miniature airplane, which was made for her by the chef at the Biltmore. Sixteen members of the local club were present at the party."

A timely letter from Carolyn is so interesting, I'm going to share it, in part, with you:

"This event was the thrill of my life inasmuch as it was my first air ride and a grand birthday present. The party was a surprise by a group of delegates going to the Biennial and we had a grand and glorious time. The vehicle was one of the palatial American Airlines flagships and we traveled out to the ocean down along the coast and back at the rate of 180 miles, 4,000 feet up. These planes are veritable luxurious Pullman cars, with all the comforts of home, plus. If you haven't been up, do take the first opportunity offered. It is a real thrill.

"Am leaving here on the twenty-fourth for Detroit to attend the N. E. A. Convention. My traveling companion, Bea Whittlesey, is going to pick up a new car there and we will drive into Canada, down along the Canadian border to Montreal, through the New England States, to arrive in Atlantic City in time for the Biennial.

"This will be the first real vacation I have given myself in seven years so am looking forward to it with great enthusiasm, and it should put me in excellent condition to pick up my work with a vengeance on return. Am now expending my activities in the investment field representing the Interstate Motor Ports, Inc., whose main office is in San Francisco. We will build a chain of motor courts across the continent, at intervals of 250 miles apart, and it promises to be quite a project. Sorry I cannot visit my home club before leaving for the *fray* at Atlantic City, but you know that my thoughts are always with the *home folks* and I do want you to extend to all my very best wishes and regards. I look forward to seeing you upon my return to California."

B. W.

"THE ART OF BOOK REVIEWING"

It is evident that a large number of us agree with Estelle Kane's suggestion that one evening out of thirty is not too much to spend talking about books. We proved it by turning out in force at the Book Section meeting Monday, the 14th. The Book Section, you know, is not a closed corporation, but just an evening when the club enters the realm of literature and we poke about here and there among the modern writers and tell each other what we have read. We try our skill at reviewing books, wishing we knew how to do it a little better.

This time we had an authority on the subject give us some suggestions. Mrs. Thomas Stoddard talked on *The Art of Book Reviewing*. We gasp a bit at all that is expected of us in the way of insight, appreciation, and the power of interpretation when we venture into this field, but recognize that all the speaker said is quite true and this is an undertaking to which we may bring every ounce of understanding with which nature has dowered us, which hard work has taught us.

Mrs. Stoddard said the reviewer is a sort of middleman between the book and the reader. His is the task of understanding the first and introducing to the second. But to understand and interpret at one book he must understand the technique of writing. He must know what the author has set out to do and be able to recognize the latter's success or failure in doing it. In other words, he must submit the book to a critical literary analysis.

There are four musts for the one who would introduce the person of a writer to the person of a reader by means of a book: (1) He must read the book and be able to classify it. (2) He must be in complete sympathy with the writer, in the sense of laying aside his own personality, submitting it to that of the writer. (3) He must examine and analyze very carefully the technique of the writer and square that technique with literary standards set up in that particular field. (4) He must have a real understanding of the tastes of the great reading public.

Mrs. Stoddard divided literature into three types: (1) artistic, (2) practical, and (3) creative or imaginative, giving various examples of each type. She noticed many pencils and pads in use at this point and I joined in jotting down the names of some of the books that she mentioned as outstanding.

A novel by Sheila Kaye Smith—*Rose Deeproose*—was chosen by Mrs. Stoddard as a vehicle for illustrating the technique of the book review. She analyzed this book for us, taking us into her confidence and showing us how the wheels of book reviewing revolved around. She picked out the theme running through the whole book: Here is a woman who was convinced that whatever her life became was the result of her own choices and actions. She gave us the setting of the story: rural Kent and Sussex in England. She showed us the type of characters: men of the rough type concerning whom this author always writes, and, as always in her writings, women as the strong characters. She brought out the interrelationship of the characters. She left us with a feeling of real insight into what the author was saying to the reader and at least a hope that we would know how to approach the next book we read a little more analytically, a little more critically, and as a result much more appreciatively.

By the way, does everyone realize that the Book Section is making real progress in building up our library? Estelle Kane announced the acquisition of several new books for our shelves. Well, no, not for our shelves for some time to come, undoubtedly, we'll all be taking turns in reading them.

EDITH LOVELL

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

SPECIAL COLLECTIONS

1. 14

JULY 3, 1936

No. 27

Weekly Program



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Coming Events

July 6—Dinner, 6:15 P. M.
Western Women's Building,
Business Meeting.

July 8—Choral Section, 6:45 P. M.

July 8—Thursday Open House, 8:00 P. M.

Hostesses

Lulu Brunsing, Chairman

Sylvia Bishop	Ethel Lockwood
Josephine Clark	Alice Jones
Lucy Thompson	Leonore Baxter

July 9—Dancing Section, 8:00 P. M.

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 8:00 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

Please make dinner reservations early at Club Rooms, PProspect 8347

FOR OUR NEXT BOOK SECTION

July 12th

Because so many of us who listened to Mrs. Stoddard's most comprehensive lecture on the *Art of Book Reviewing* felt that we missed many of her valuable points I am planning to present some of them again at our next meeting. It will take only a short time, but we will cover it slowly so that the eight or ten splendid ideas can be taken securely with us. As our second item we have chosen to present the now most famous book, *An American Doctor's Odyssey*. It has virtually become a classic of our modern literature. But, while we all want to own this book and be able to discuss it, it is a difficult book for the average business woman to wade through. So, in response to numerous requests, we have placed its interpretation in the hands of our own doctor, Dr. Frieda Kruse. She is working hard at it, and will present her review not only with her own interpretation, but also following the outline given by Mrs. Stoddard for intelligent reviewing.

If we have time, your chairman will give a brief outline of that wise and witty new book by the author of *Live Alone*—, entitled *Orchids on Your Budget*. Blanche Johnson will present her list of popular books of the month. Reserve this date.

ESTELLE M. KANE, Chairman.

R. C. A.

We are about to go quiet-us! Theatrical is on a lull. *Amphitryon* was superb and, as Lunt said in his curtain speech, "This is the city in which to give a first night." The Curran will be dark for some time.

At the Geary, we are promised *sum fun*. *Room Service* will follow *Brother Rat*, which latter was youth on the run and punctured with laffs. And comes that show with all women—just called *Women* and said to be Great! Also, "You can't take it with you." So the disliked old Geary will be our haven during the summer.

Saturday, July 10th, we will have dinner in Berkeley, and then to the Greek Theatre to enjoy Gilbert and Sullivan's number, *Ruddigore*. Are you coming?

GERTRUDE D. TUBBS, Recreation Chairman.

EXTRA

If you are especially interested in having the mysteries of the future revealed to you, save this date—July 15 at 8:00 P. M.—when six of our mystic members will be on hand to perform this service. The *Bridgers* may play, if they choose; there will be special refreshments, lots of frivolity, and all who miss this Thursday evening will live in regrets.

The Business Woman

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BUSINESS WOMAN

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Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Advertising.....Caroline Silva

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MRS. IRMA BURLINGAME

Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By CORNELIA SEELEY

Minnie Korn underwent an operation last week at the Southern Pacific Hospital. Minnie is at home again now recuperating. Good wishes for a quick recovery!

Lillie Kuek has been too ill to be at her office for several days.

Lina O'Connor entertained her cousin Myra Duff of San Jose over the week-end. Myra is a former member of our club and has affiliated with the San Jose club since her work took her to that city.

Lydia Rogers is winding up her vacation with a trip to Yosemite over the Fourth. She is accompanied by her niece, Miss Evangeline Malchow, who is Dean of Girls at the La Crosse, Wisconsin, High School.

Lucy Edwards was pinch-hitting for Edna Rowe as hostess on Thursday evening, June 24.

Wasn't it nice to see that group of San Mateo business women who dropped in at open house on Thursday eve, June 24. They were piloted by Edna Hansen, a former member of our own club, and the group included their president, Mrs. Josephine Astor, vice-president, Mrs. Stella Custer; treasurer, Mrs. Elizabeth Tiehnor; Mrs. Ethel Turner and her sister, Miss Parnell, Mrs. Florence Frye, Mrs. Bell Vane, Mrs. Valle Fallgren, and Mrs. Gertrude McDonald. We hope they will all come again.

Maude McLaughlin's guests on Thursday evening were Miss Lottie Canaday from Honolulu and Mrs. Elah Wood of San Francisco.

Lina O'Connor's new address is 1472 Filbert Street. She is looking forward to a visit from her sister shortly.

Josephine Hogan visited in San Francisco on her way home to Stockton after a happy vacation spent in Saratoga.

Maps and fishing tackle are occupying Vivian Yarbrough, our State Publicity Chairman, while leaves July 2 to join her brother Arthur and his family at their camp at North Lake in Inyo National Forest. Mr. and Mrs. A. L. Yarbrough live in Fullerton, where Mrs. Yarbrough is a member of the local B. & P. W. club.

Mrs. P. L. Yarbrough, Vivian's mother, is to join another son, Harry, and his family on an eastern trip which will include a visit to the old home town of Vandalia, Illinois.

Polly Hatch was married on June 19, in Reno, Nevada, to Mr. David C. Mosby of San Francisco. Congratulations and good wishes!

Zee Clements attended a picnic of the Western Women's Club, and while there had a bad fall breaking her glasses and cutting her eyelid quite seriously. Zee was confined to her bed for a week but is up and about again now.

Sylvia Kempton is assisting in the task of moving the offices of the Cannery League, of which she is secretary. The new address is 64 Pine Street.

Susie Peers is motoring with friends through Glacier National Park. She will be away until the middle of July.

A TRIBUTE TO DAISY

Her hands are folded softly
Upon her gentle breast,
Her eyes are closed in slumber,
For peaceful is her rest.

Our tears are falling freely,
We miss her friendly smile,
But we caught her parting gesture,
As she sailed to the far off isle.

When on the shore she landed,
And grasped her Saviour's hand,
To meet His friendly welcome,
She knew we'd understand.

Her earthly flight had ended,
A new life has begun,
As we bow our heads in sorrow,
Sobbing, "Thy Will be Done."

CORNELIA FARRELL.

FORT POINT

Now that the Presidio and Fort Point are in the foreground, due to the mighty Golden Gate Bridge, perhaps a bit of the infancy of this location might ease. Moraga commenced erecting the walls of the Presidio in 1776 and they were about completed the last of the eighteenth century; fourteen feet high and five feet thick. However, nature demurred, and in 1812 an earthquake shook down most of the walls.

The fort was built in 1794 on its present site, which was selected by Anza, a bold jutting promontory of hard serpentine rock, a hundred feet above high water. It was formidable for those days, made of adobe, horseshoe in shape and pierced with four-ten embrasures lined with brick; 125 feet long and 105 feet wide. The parapet was ten feet thick and in the middle were located barracks for the artillerymen. Eight huge brass eight pounders were mounted; heaps of shot stored away and the Spanish soldiers placed on guard; all the flare of romance and social life of the military centered in the Presidio and at the fort, in those days "before the firing." Indians brightened the picture at times and made life interesting for the soldados. The original fort cost the immense amount, in those days, \$6,400. Later it was reconstructed of brick and ordered by the U. S. Government as a garrison after California became a part of our country. New ways had pushed the little giant of yesterday into obcurity, until the bridge was planned, and it has since been used in various ways by the working people. Today a movement is afoot to rehabilitate the Gibraltar of the Dons and establish a museum. A splendid gesture—don't 'cher-think!

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Library aid. (Open to men and women.) Entrance salary, \$95 a month. Age limits, 18 to 35 years. Date of examination, July 24, 1937.

Junior librarian. (Open to men and women.) Entrance salary, \$125 a month. Age limits, 21 to 35 years. Date of examination, July 24, 1937.

Clinical laboratory technician. (Open to men and women.) Entrance salary, \$105 a month and maintenance. Age limits, 25 to 50 years. Date of examination, July 31, 1937.

THURSDAY OPEN HOUSE

Ever get lonesome? Or a little blue? Want a cure? Laugh! Where? On Thursday evening Open House at the club rooms. It has been several weeks since I have been able to stay after Choral, but last week I did—and decided that it should be done more often. Come on, you gals who want to laugh and grow fat—and you who want to grow thin—well, come on and laugh anyway.

TRISSIE MILLER.

The following letter was addressed to our club by Margaret Talbott Stevens, editor for this issue of the *Baltimore & Ohio Magazine*, published in Baltimore, Maryland. Copy of the interesting magazine referred to may be seen at our club rooms, or, if desired, the letter bears a notation to the effect that additional copies may be had, without charge, from Mr. S. M. Tate, D. P. R. of the Baltimore & Ohio Railroad, San Francisco.—EDITOR.

"Once each year the Baltimore & Ohio Railroad pays tribute to women by devoting a special issue of its *Baltimore & Ohio Magazine* to their interests. I am sending you a copy of the Ninth Annual Women's Number, May, 1937, which I trust that you will find interesting and, in some way, useful.

"More than forty per cent of B. & O. travelers are women. More than forty per cent of its stockholders are women. Some 2,000 women are employed on the Baltimore & Ohio—one of the first railroads in the world to employ them.

"Our president, Mr. Daniel Willard, believes that there are some types of railroad work which can be done as well by women as by men, and certain types in which women actually excel. This is certainly true of our women passenger representatives, now located in Philadelphia, Baltimore, Washington, Cincinnati, Cleveland, and Chicago, who do such splendid work in relieving the woman patron of her travel problems. They arrange tours for individuals and for groups of women and children, and instinctively understand the little niceties of travel which women appreciate. Their work in no way interferes with that of our men passenger representatives, but rather complements it.

"An English railroad has just appointed Audrey Shirliff as its *saleswoman*. An Australian railway finds Betty Wilmot an expert dietitian. On the B. & O. another job has been created for women, that of stewardess-nurse in train service. Thousands of women are employed by railroads of China, Japan, South Africa, Norway, Sweden, Denmark, Holland, Canada, Mexico, Chile, and in other lands. When the Swiss herdsman takes his herds to the mountains for the summer, his wife weaves garlands of flowers with which to deck the horns of the cattle. Women all over the United States find usefulness and happiness in many and varied positions. Railway men express themselves—in verse—about women.

"We sincerely hope that you will find these stories and pictures interesting and that you will see within our pages evidences of the *Spirit of the Baltimore & Ohio*, which has made possible this issue of the magazine, written by, for, and about women.

"Sincerely yours,

"MARGARET TALBOTT STEVENS."

CHORAL NOTES

In 1922, seven members of the B. & P. W. Choral met and formed our first Choral under the direction of Mrs. Laura Cotton, violinist of the Californian Trio. They were too small in number to do anything in particular and after a time disbanded, being unable to get enough members to make a regular choral.

In 1926, however, they reorganized under the leadership of Florence Drake LeRoy and became choral of importance among the B. & P. W. Choral of the State, winning for its own, after four years of competition, a silver cup donated by the Hollywood Community Chorus.

Mrs. LeRoy remained as director until 1935, Mme. Mackay taking her place. Mme. MacKay resigned early in 1936, after which time there was no real director until Mrs. Pauline Williams assumed control in February of this year.

Since Mrs. Williams has become our director, we have doubled in number and it is our aim to one more take our place among the chorals of the State.

It is of interest to note that two of the members in the present choral were of the original seven—Mae Barr Long and Lilian Elias. So we ourselves have grown from a small beginning because a few people who loved to sing gathered together to do so and enjoy themselves.

MARIE WILKENING, Secretary

BUSINESS AND PLEASURE

The beautiful Parr home at Mayfield, on the outskirts of Palo Alto, was the destination for members of the B. & P. W. Choral, Sunday, June 20. Unfortunately one car of three new members lost their way and never did arrive to participate in this festive occasion.

After all had signed the guest book and wandered about the grounds a while, Chairman Anita Maye called a short business meeting of the Choral. At the close of this, Pearl Parr introduced a delightful artist, Miss Geneve Shaffer, who gave several recitations, some being original. Her poetic interpretations of our Golden Gate and Bridges held us spellbound.

On the patio of this spacious home were set tables with peasant cloths and colored pottery dishes challenging us to partake of the many surprises topped by barbecued chicken. Pearl's two nephews were voted *barbecueers* personified and their cooking was appreciated when we learned these young men had forfeited another engagement to do their bit for our pleasure. And incidentally, can Pearl's sister, Vera Cox, make good coffee? Cups and cups of it vanished. A lovely candle-bedecked cake appeared and we sang *Happy Birthday* to our absent member Phoebe Wramp. We were glad to welcome Fred Parr home from an Eastern trip and he with Jack Long joined in the fun.

But why, oh, why, do the hands of the clock have to remind you that the end of a perfect day has arrived? With a fond goodnight to this hospitable Parr family, we started back to San Francisco, the city by the Golden Gate.

MARGERY SHAFER

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 14

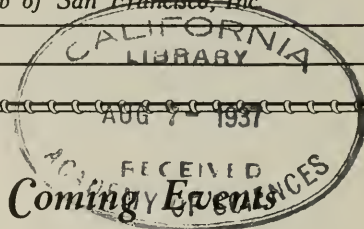
JULY 10, 1937

No. 28

Weekly Program



Coming Events



July 12—Book Section, 7:45 P.M.

July 13—Dramatic Section, 7:30 P.M.

July 15—Choral Section, 6:45 P.M.

July 15—Thursday Open House, 8:00 P.M.

Hostesses

Anne McDonald, Chairman

Irene Sheehan Dr. Eleanor Chambers

Lenore Dolcini Edna Haase

Florence Attridge Trissie Miller

July 16—Dancing Section, 7:30 P.M.

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 7:30 P.M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DRAMATIC SECTION

The Dramatic Section is looking forward to a very enjoyable evening with Mrs. Hackett on Tuesday, July 13th at 7:45 p. m. Two of the members are preparing a ten-minute skit for the enjoyment and criticism of the group. Other short plays will be assigned to small groups in the section. The dramatic lesson will be based on a scene from the New York hit, "*Strange Orchestra*."

Those who enjoy the productions of the Dramatic section and who like to take part in the plays should avail themselves of the opportunity of receiving Mrs. Hackett's excellent instruction. New members are cordially invited to visit the section and view its interesting work.

Another treat in store for members of the Dramatic Section will be a PICNIC at the delightful Marin County home of Effie Gillespie, on July 18. Please be sure to make reservations with your chairman, Veturia Dudfield, if you plan to go.

BOOK SECTION

Paging all book-lovers—don't miss this outstanding event—we will have opportunity to refresh our memories with the ART OF BOOK REVIEWING as outlined by Mrs. Thomas Stoddard's comprehensive lecture at our last gathering.

Our own Dr. Frieda Kruse will interpret for us the now famous book, AN AMERICAN DOCTOR'S ODYSSEY, and, if time permits, our chairman, Estelle Kane, will give a brief outline of that wise and witty new book entitled ORCHIDS ON YOUR BUDGET. Blanche Johnson will present her list of popular books of the month.

DANCING SECTION

CORRECTION—Dancing Section meeting was incorrectly shown in our WEEKLY PROGRAM for the ninth of July; this interesting Section meets on the FIRST and THIRD Fridays of each month, and all who do not come, miss heaps of fun, to say nothing of the benefit to be derived. Take advantage of your Club's activities to get the most out of it.

BE EFFICIENT BUSINESS WOMEN

"Kill two birds with one stone"—enjoy untold fun and frivolity at Thursday Open House—July 15—when our own club *seers* will reveal to you the mystery of your future in exchange for your name on our *Thursday Open House* cake list!

The Business Woman

Published Weekly, 609 Sutter Street
 San Francisco Telephone, Prospect 8347
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 Business meetings are held following dinner, the
 first Tuesday of every month. Program meetings
 take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Betty Walton
 1840 Clay Street
 Associate Editor.....Shirley Radke
 Contributing Editor.....Ellen F. Heady
 Club Reporter.....Cornelia Seeley
 Advertising.....Caroline Silva

OFFICERS

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MRS. IRMA BURLINGAME Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

ODE INSPIRED BY THE R.C.A. PICNIC, JUNE 27TH

Oh, Anita's the Queen of the Valley,
 The R. C. A. all declared,
 When, led to her BYOB by Gurty,
 The warmth of her friendship we shared.

Oh, Anita's the Pride of the Valley,
 Her place, 'twas a place in the sun.
 But, what if the sun's rays were burning,
 There was shade enough for each one.

Oh, Sambo's the Cook of the Valley,
 He cook dat frijole so grand!
 'Twas seasoned with spice of goodfellowship,
 And goodwill to all in the land.

Oh, Sambo's the Pride of the Valley,
 With Topsy and Mae to help serve,
 Sambo fed us all to repletion,
 With no thought of calorie or curve.

Oh, Anita's the Queen of the Valley,
 Our voices in song we raised,
 To Anita's hospitality,
 To our friends' thoughtful ways.

To Anita, the Queen of the Valley,
 Who reigned on the hilltop above,
 We pledged our faithful allegiance,
 In the Valley of Friendship and Love.

CLUB NOTES

In the absence of the Club Reporter, may
 pinch-hitter offer a few notes?

Our Club Reporter, Cornelia Seeley, and Edith
 Floyd are journeying northward. They left 1
 motor on July 1st bound for Oregon, Washington
 and, if time permits, Vancouver. They will be away
 two weeks.

A card from Blanche Newton tells us that she
 is well and is vacationing in the Blue Ridge Mountains
 in Virginia.

We are so sorry to hear of Allene Schuerbrock's
 painful injury. A cut on the ball of her foot con-
 fines her to her home. She will be happy to hear
 from some of the girls.

It is gratifying to hear that Sara Heine has
 left St. Francis Hospital and is recuperating at
 the Victoria Hotel in San Francisco. She will leave
 there a month and will be glad to hear from her
 friends.

Elizabeth Dutot, our House Committee Chairman,
 enjoyed a vacation at the Ahwahnee in Yosemite.

Mrs. D. Roach Withers left Friday for an inde-
 finite stay in Merced and other points in the San
 Joaquin Valley.

Miss Eleanor Walters and her sister brought a
 visitor to our club rooms Thursday. She was Miss
 Charlotte Quinlan from England. She was delighted
 with our club and plans to attend some of our affairs
 before she leaves.

Miss Julia Petterson has moved to 176 Stanyan
 Street, phone EVERgreen 7013.

Gertrude Tubbs spent the fourth of July week-
 end in Lake County.

Alice Kennedy was thrilled to have her sister
 with her over the fourth. They visited for a couple
 of days with Alice's son in San Jose.

Many of the members have been deeply impressed
 by Cornelia Farrell's lovely *Tribute to Daisy* which
 appeared in last week's BUSINESS WOMAN.

A prospective member, Mrs. Merrill, visited our
 Open House Thursday evening. She seemed very
 pleased with us and hopes to be one of us very soon.

Helen Doble is planning a lovely vacation. She
 leaves July 26th on a freighter for Seattle and comes
 up into Vancouver. She will be gone for three
 weeks.

Let us check on some of our wandering members.

Grebbie is in Modoc County. Anna Reidy is
 spending one week in Carmel, then she plans to
 spend another week in the Santa Cruz Mountains.

Anna Knief is passing her two week's vacation
 at Lake Tahoe. Belle Simmons is having one glorious
 vacation in Honolulu.

For those camera-minded vacationists, Marvelous
 Marin Chamber of Commerce announce a contest of
 amateur photography during the month of July.
 The shots are to be of Marin scenes—homes, gardens,
 sports etc. There will be cash prizes and merchandise
 orders, and the best work will be put on exhibition.
 There are folders with full particulars in the club rooms.

Hazel Dominick spent a delightful two week
 vacationing at Emandal in Mendocino County.

Daisy Dennis and her family spent the Fourth of
 July holidays at White Sulphur Springs, St. Helena.
 The SAN FRANCISCO MUSEUM OF ART in the Civic Center,
 offers many interesting exhibitions during July, and the
 fact that it is open evenings until ten o'clock gives the busy business

men an opportunity to enjoy these cultural advantages FREE. If you are interested in receiving future bulletins and exhibition notices regularly, give your name and address at the Information desk of the Museum with ten cents to cover mailing costs for the balance of this year.

ENNAID C. JONES.

R. C. A.

How-dy Pals! What's on? Well, the trip to the Greek Theatre on July 10th is off—I had no responses—so Out!

Theatres are nil—I am advised that nothing will be in line until September.

Sunday Adventure: Let's to Belvedere. It is a nice trip on the boat, then we take a motor; next we take a walk; a-ha, then we eat. Returning to the Salito—those as wish may sail home—those as want to stay for the bridge—we'll hike, even if we have to do the approach on this side. Time: Sunday, July 25th! Toodle-oo, to you.

GERTRUDE D. TUBBS, Recreation Chairman.

A DELIGHTFUL AFFAIR

Violet Neuenburg entertained a group of B & PW Club "Card Sharks" and "Lounge Lizards" at her last Saturday night. Gertrude Tubbs won first prize as a contract player.

Delicious eats, cards, games and chatter were the order of the day, followed by a showing of motion pictures taken by Mr. Neuenburg of the opening of the Bay Bridge and a recent Yosemite trip. This is the first of a series of dinners that Violet Neuenburg is planning.

THURSDAY OPEN HOUSE

July first open house was enjoyed by a group of card players, and, our Ways and Means Chairman, Margaret Bell, covered herself with glory by making a grand slam!

Our gracious chairman of the evening, Elizabeth Trotter, gave up a couple of days at Yosemite to return and be on hand to officiate on this occasion.

The delicious tea and cookies served seemed to promote that nice friendly spirit, and we sat about in groups chatting until a late hour. We do have such jolly times at our open house gatherings, and, new members especially, are urged to be on hand to get acquainted.

PUT ON YOUR THINKING CAPS

The Spreckels-Russell Dairy Co., Ltd., 10th and Mission Streets, San Francisco, offer \$750 in 39 cash prizes ranging from \$5.00 to \$250 cash for a new name for Spreckels-Russell Milk. Participants must obtain entry blanks from independent grocery stores. The contest closes August 31.

Milady Magazine, 101 Hudson Street, New York City, offers two prizes of \$10 each—one for, one against the following question, "IS BEAUTY ACQUIRED ARTIFICIALLY A FORM OF DECEIT?" Do not write more than 500 words. Submit only one entry and indicate AFFIRMATIVE or NEGATIVE at top of page. Contest closes July 1, by which date entries must be received by the sponsor.

It's always later than you think!

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PICNICKING IN MARIN

Those of you who failed to trek to BYOB Sunday June 27th missed one of the most enjoyable days it has been our pleasure to have in a long time. About thirty members, and a few friends, boarded the boat to Sausalito, and after a delightful trip across the bay, thence into *Marvelous Marin*, we boarded the train for Fairfax. We were met by Anita Mayer, and taxied up a fascinating mountain road to Mr. Jack Needham's home which is nestled away in a clump of trees, where we were met by Anita's friend, Pauline Walthew. Several who had taken advantage of the new Golden Gate Bridge and their autos joined us in time for the delicious lunch Anita and Polly had spent hours the evening previous preparing.

Lunch was served by a colored chef, (Anita, dressed in white with cap and apron), May Barr Long as *Mammy*, dressed in an old-fashioned red and white, tight-fitting dress, and when the chef called for *Topsy*, Pauline peeped around the corner of the house and shouted, "Here I Comes," and dashed down the terraced hill. She was a scream with her kinky wig and sackcloth dress but she assisted the chef in grand style and every one did justice to the food that was served on beautifully decorated tables placed here and there among the trees in a garden filled with all kinds of California flowers and cacti growing among the rocks.

Of course every one was anxious to know the significance of the letters BYOB, and when Pop Needham, as we delighted in calling him, told us it meant *Be Your Own Boss*, we all felt free for at least a day to do as we pleased, and we sure did—we sang, talked, lolled in the hammocks, or anything else that appealed to us.

The "Club" husband, Jack Long, was on hand to keep Pop company, and also acted as water boy and was that ice water appreciated on that hot day!!

Some started the homeward trail at 4 o'clock; others at 6, but a few lingered until the 9 o'clock boat, and of course Anita insisted on our eating again and served delicious angel custard cake, made by Anita, and tea. Every one left thanking Pop for a wonderful place for a picnic; Anita and Pauline for a glorious time and Gurty—dear resourceful Gurty—for planning such a wonderful party in the hills of Marin.

E. F. HEADY.

THE SPHERE OF WOMAN

They talk about a woman's sphere
As though it had a limit;
There's not a place in Earth or Heaven,
There's not a task to mankind given,
There's not a blessing or a woe,
There's not a whispered yes or no,
There's not a life, or death, or birth,
That has a feather's weight of worth—
Without a woman in it.

—C. E. Bowman.

OUR ADVERTISERS

Life, however short, is still made shorter by way of time.—Johnson.

Why shorten your life by wasting TIME in search of *proper vacation* clothes, or, a suitable place to spend your precious two weeks?

GREB-BIE or ROSE O'BRIEN can supply just the clothes you require for ANY occasion—tell them what you are looking for, they will do the rest.

And, as for a place to go—our good friend Florence P. Bosse, Managing-Owner of VAGABONDIA LODGE, that lovely homey lodge situated directly on the shores of beautiful LAKE TAHOE at an altitude of 6225 feet, in the midst of a four-acre grove of pine trees, offers an *ideal* place for your summer vacation, at reasonable rates. See folder on our bulletin board. Those who visit VAGABONDIA LODGE last year told of a charming hostess who made them feel right at home, and a very happy vacation. In fact, they say VAGABONDIA LODGE completely measures up to Dr. Blanding's description of THE VAGABOND HOUSE, given in the following stanza, which is quoted in VAGABONDIA'S folders:

"My house will stand on the side of a hill
By a broad blue lake, deep and still,
With a tall lone pine on guard near by
Where the birds can sing, and the storm winds cry.

A flagstone walk with lazy curves,
Will lead to a door where a Pan's Head serves
As a knocker where like a vibrant drum—
It lets me know that a friend has come,
And the door will squeak, as I swing it wide,
To welcome YOU to the cheer inside."

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ENCOURAGING SIGN

"However cleverly or wisely a man may think, nobody is the better for his thoughts unless he tells them out. It is also better, for our own sake, that they should take air; for the correct expression of one's ideas is an aid to correct thinking. Rivers that RUN are clearer than stagnant pools and sluggish streams."—Webster.

The intelligent analysis which followed the panel discussion of the subject *Unionization of White Collar Workers*, at our Civic Section meeting on June 28, showed that we are endeavoring to find our way through this grave problem. Many interesting angles were presented and it helps tremendously to hear the expression of different ideas. The group seemed in accord that the principles of organization are beneficial, but that it has become such a profitable racket we must investigate carefully our lead to determine whether we are being organized constructively or destructively purposes.

Mrs. Genevieve Allen, who guided the 50-50 I triumphantly through our legislature, shared with some very interesting high lights of her long fight and told us she is now convinced that women can do ANYTHING upon which they set their minds.

WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

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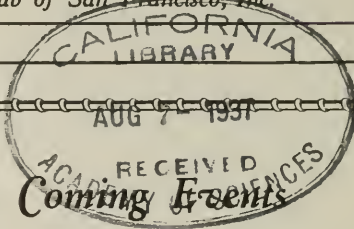
Official Publication

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Vol. 14

JULY 17, 1937

No. 29



Weekly Program



July 20—Program Dinner, 6:15 P. M.

Western Women's Building.

Speaker, Mr. John Thompson.

July 22—Choral Section, 6:45 P. M.

July 22—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon, Chairman

Leonora Herman

Marie Wilkening

Susie Hicks

Jeanette Roth

Lenore Baxter

Fay Watts

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

FOREIGN ADVENTURER

Mr. John Thompson, Foreign Editor of the *San Francisco News*, who will be our speaker on Tuesday evening, July 20, has had such a rich and varied career that his wealth of experiences seems almost unlimited. He was overseas during the war where he started as a private and ended as a lieutenant. After that he sailed the seven seas and has been around the world several times and visited many strange lands. He even tried railroading before he became a newspaper man. His present connection with the *San Francisco News* has been for over ten years.

More recently, he was sent to the Orient where he attended the inauguration of the present Philippine government and spent several months in China and Japan. He was no sooner back in this country than he was left to attend the Peace Conference in Buenos Aires. After six months in South America he just returned to San Francisco. Incidentally, he speaks several languages.

When he asked me on what he was supposed to speak, I told him I was sure we would be more interested in stories of his adventures and things and places he has seen than any formal subject. I understand from several sources that he is a splendid raconteur and certainly he has a wonderful background and wealth of experience. In addition if you have any pet questions that have been bothering you on foreign affairs, you can bring them forth because he will be glad to satisfy your curiosity.

It is seldom that our ordinary folk come in contact with a man of this type and I think all of us will enjoy hearing Mr. Thompson. We have to have

dinner anyway and it is always fun to have it with members of the club, but if you can't get there that early, come in later and hear an entertaining speaker tell us what is going on in other parts of the world. Remember July 20 at the Western Women's Club.

LUCIA R. STEIDEL, Program Chairman.

DRAMATIC SECTION

Don't forget our picnic, July 18, at Effie Gillespie's lovely home in Marin County.

Please make reservations with your chairman, Veturia Dudfield.

CHORAL NOTES

The gift of song was chiefly lent to give consoling music for the joys we lack and not for those which we possess.

Singing helps to cultivate mental processes necessary to successful living. It sharpens the senses of hearing, sight, and touch. It requires quick thinking and quick action. It develops concentration and physical reflexes.

So, sing as you will,

“Oh Singers all,

Who sing because you want to sing!

Sing any song and anyhow,

But *Sing! Sing! Sing!*”

ANITA K. MAYER, Chairman.

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Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

R. C. A.

At the last moment there were four of us inspired to go forth to Berkeley on Saturday night. We set sail and reveled in all the beauties of the Bay Area. It was a fantastic night, fog-hung, with Old Sol demanding here and there, the windows of Berkeley sparking a brilliant come-on-over, the bridges with the speeders, the heterogeneous craft about the bay and that "Treasure Island" with its promise of future days. The Greek Theatre, soft and gray, brings visions of the old Greeks and their classics. The graceful eucalypti, the shadows, the stars, the hum of human voices—create anticipation. "Ruddigore" was, of course, routine Gilbert and Sullivan, slow of tempo for this age, yet tuneful, gay and witty—like meeting an old friend once again. An appreciative audience, nice companions, made it an evening well spent and well worth the effort of distance. However, Lulu and Gurdy, infused with the spirit of youth, but handicapped with years of maturity—skipping along, hand in hand—fell down and skinned their knees! A lesson to all—Be Your Age!

Next: We adventure to Belvedere on Sunday, July 25. Not a picnic, but a jaunt, on the boat, in the bus and then a wee walk-around; cats and chit-chat. For those ambitious, we'll be early enough and can tramp the bridge. Details next issue.

On August 12, at the Alcazar, comes the much talked of federal play, "Power," and we'll be going thar.

GERTRUDE D. TUBBS, Recreation Chairman.

CLUB NOTES

On Sunday evening, June 27, a group of six book lovers gathered at the home of Estelle M. Kane for tea and an evening of book chat.

Elizabeth Adams has just returned from a vacation in the east attending a reunion at Wellesley College. She made the round trip by airplane.

Dr. Rae Morrow is now vacationing in the Swiss Alps.

Charlotte McClelland, our Bay District president, went up to Lake County for the Fourth of July holidays.

Our President Amanda visited her family near Woodland, in Yolo County, during the Fourth of July holidays.

Mary Mooney and Emma Maland went to Emma ranch for the Fourth of July holidays and are now motoring north on their vacation.

Elizabeth Dutot returned July 1 from a delightful vacation in Yosemite Park, staying at the Ahwahnee Wawona and Glacier Point.

Dr. Crockett celebrated the Fourth by walking across the Golden Gate Bridge.

Jean Kerrison leaves July 9 on her vacation which will take her to Glacier National Park, Banff and Lake Louise.

Rose O'Brien enjoyed the Fourth of July holidays at Lake Tahoe, playing golf and having a glorious time in general.

Belle McDonald spent a glorious Fourth down Saratoga way and was thoroughly warmed up.

The beautiful bouquet of gladioli which brightened up our club rooms was the gift of our ever thoughtful Isabelle E. Banz. Thank you so much, Belle.

Caution saved the day, and, possibly the roof over their heads—when our Josephine Rudasill searched San Francisco over for something different in the way of a candle for her Martinez brother-in-law Fourth of July birthday. "Rudy" had in mind a sparkler variety of firecracker. As a precaution when she found what she thought she wanted, she bought two, and, fortunately, tried the test one on the sidewalk. It shot out of its paper jacket, nothing "Rudy" had ever seen before and she believes it may have gone straight to Mars for all she knows!

A REMINDER

That it is the desire of your editor to express the voice of our Club in our little weekly bulletin. If contribution will be too small, and suggestions and criticisms will be gratefully accepted. Please send all communications to my home address, 1840 Clay Street.

John K. Williamson, American author, has received the prize rejection slip of his writing career from a firm of Chinese publishers.

"We read your manuscripts with boundless delight," wrote the Chinese firm. "By the sacred oath of our ancestors we swear that we have never dipped into a book of such overwhelming mastery. If we were to publish this book it would be impossible for the future to issue any book of a lower standard. As it is unthinkable that within the next ten thousand years we shall find its equal, we are, to our great regret, compelled to return this too-divine work and beg you a thousand times to forgive our action."

—Unidentified

OPEN HOUSE

Open house on Thursday, July 8, was a particularly gala occasion. Many "old" members attended, among whom were Ida Reed, Ida Lord, Isabella Lanz and Maude McLaughlin.

We were indeed pleased to have quite a group of "Choralers" remain for the evening. Perhaps the usual treat which Lulu Brunsing provided was no incentive. Lulu's friend, Miss Henrietta Perez, concert artist of New York, was kind enough to come to our party and sing several songs. She first sang *Because*, then *Sylvia*, and in response to our enthusiastic applause, gave as an encore *Iris*. We were indeed indebted to Lulu for this delightful treat. Her own Trissie Miller accompanied Miss Perez at the piano in her usual gracious and efficient manner.

Dr. Lamson was seen playing bridge with her hostess, Mrs. Mabel S. Fitzhugh, a physical therapy technician, who will shortly become a B. & P. W. Another guest was Miss Evangeline Malechow, vice-president of the La Crosse, Wisconsin, Club, a niece of Lydia Rogers. Miss Virginia Reid, president of the Hollywood Club, has accepted a position in San Francisco. We were pleased to have her as our guest and hope she will soon join our Club. Pearl Parrish as her guest, Miss Rose Desmond. Juanita Annynson, an N. B. C. artist, was the guest of Elizabeth Dutot.

Our Thursday evenings are delightfully informal and a grand way for new members to become acquainted and for old members to say "hello" to their friends.

MARY R. PRANGE.

A HAPPY OCCASION

Effie Gillespie the only woman U. S. Postal Case Examiner in San Francisco, has put a solid foundation under her *cottage and flower-garden* dream, as the help of man, although in the course of duty, she "examines" about \$00 each year.

"Santa Santosa," Effie's delightful cottage at Sausalito, Marin County, to honor our president, has opened its friendly doors to a small group of congenial souls on the beautiful Saturday afternoon of July 10. The welkin rang with merry laughter and friendly chatter, and record-breaking stromonic feats were performed when a delicious feast was set before us. When we bade our charming hostess adieu, at a very late hour, we all agreed we were taking away one of those precious memories to be tucked away and brought forth to cheer us on all days.

PRIZES

These are the things I prize, and hold of dearest worth:

Light of the sapphire skies,
Peace of the silent hills,
Shelter of forest, comfort of the grass,
Music of birds, murmur of the rills,
Shadows of clouds that swiftly pass
And after showers
The smell of the flowers
And the good brown earth—
And the best of all, along the way, friendship
and mirth.

—Henry van Dyke.

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It's the most precious material that needs the most severe treatment. Coarse clay needs only coarse modeling before it is fit for coarse use. Wood needs only whittling and polishing. Silver needs beating, but usually no more. But gold needs to go through the fiery furnace before it can make a vessel worthy of a king.

COMMON SENSE

COMMON SENSE is the sense, or wisdom, which the mind absorbs from all the common and ordinary things of life. It is more reliable than any wisdom drawn from uncommon things. For what keeps happening has more of the juice of the universe in it than the thing that happens once in a while.

Most things that are plain, and that we know thoroughly, are those things that we have observed over and over again; as repetition is the mother of certainty. A mysterious event, or a miracle, is simply something that happens only once. If there were a volcanic eruption every day at 6 a. m., we should pay no more attention to it than to a sunrise.

Common Sense is very complex, and unconscious of itself. "Book learning," and all expert and professional and unusual knowledge, is simple, and understands itself perfectly. Hence the so-called learned men, and those who have mastered some craft, are as a rule quite sure they know something. The shrewd student of life, the man who, like Lincoln, has his force in the COMMON SENSE he has amassed, is, on the contrary, inclined to doubt if he knows anything.

By and by, in the course of centuries, even if not of years, or months, Common Sense becomes the judge and jury of every science, every religion, every art, every government. No system or institution will stand unless it will adjust itself to the slow, silent, merciless criticism of COMMON SENSE.

DR. FRANK CRANE.

A PALACE FOR COWS

I'd never heard of such a thing either until our resourceful Recreation Chairman, Gertrude Tubbs, took a group of us out there, as guests of Agricultural District No. A-1, some time ago. We found one of the most marvelous buildings under construction that has ever been undertaken. It is a building that will house the live stock exposition during the fair of 1939. This structure, when completed, will be one of the largest of its kind in the world, being 600 feet by 900 feet overall, with more than a half million feet of floor space and will be under one roof without pillar or post.

The main building is designed to meet the needs of industrial exhibits such as automobile and farm implement shows and the like. It will have a balcony to be used for administration and other purposes, also facilities for taking care of horses, cows, swine and sheep which will be exhibited during live stock demonstrations. The building can also be used for various kinds of athletic events, circuses and conventions and will have a seating capacity of 12,000 persons, all of whom will be able to see, as it will be without any obstruction.

The air will be changed every seven minutes. It is also to be equipped with dormitories with showers to provide accommodations for exhibitors and their assistants. In fact, it is designed to accommodate almost any kind of activity that can be thought of and will be much larger than the famous Madison Square Garden in New York City.

It will be a permanent institution and will be, it is expected, in use constantly.

The grounds will also contain a race track with a grandstand capable of taking care of some 5,000 persons.

It is a marvelous undertaking and a visit to this project is well worthwhile and will prove to you the magnitude of the undertaking.

While now it is only a mass of cement, wire and timber, in a few months it will become one of the show places of our wonderful city.

E. F. HEADY.

OUR ADVERTISERS

Why not allow the *Terrace Tea Room*, *Magic Cupboard* or *Y. W. C. A. Cafeteria* to make their contributions toward a perfect vacation by providing those deliciously different meals that only they know how to serve?

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AND SO WE MAKE WAR

As long as mankind shall continue to bestow more liberal applause on their destroyers than on the benefactors, the thirst of military glory will ever be the vice of exalted characters. —Gibbon.

If you have a well-developed sense of humor, you will find this world full of absurdities. If you are a realist, you will find it a world of cold, hard facts. If you are a money-maker, you will find it a world of opportunities. If you are a pessimist, you will find it just a climb up a sand dune. And if you are a poet, you will find it a realm of inspiration.

—The Ediphon

"If any people ever had reason to practice tolerance, it is the American people. What statistical biological expert can find the 'average American'? We are a people of many origins and it is just this which has helped so largely in making us the resourceful, inventive people we have come to be."

—Dr. Yaw

A BARE FACT

Printed Again by Request

Two ladies gay met a boy one day.

His legs were brier scratched.

His clothes were blue, but a nut brown hue

Marked the place where his pants were patched

They bubbled with joy at the blue-eyed boy

With his spot of nut brown hue;

"Why didn't you patch with a color to match,"

They chuckled, "Why not in blue?"

Come, don't be coy, my blue-eyed boy,

Speak out," and they laughed with glee.

And he blushed rose-red while he bashfully said

"That ain't no patch; that's me!"

—Anonymous

Smile! It costs nothing, but gives much. It enriches those who receive, without making poor those who give. It takes but a moment, but its memory of it sometimes lasts forever. None is rich or mighty that he can get along without it, and none is so poor but that he can be made richer by it. A smile creates happiness in the home, fosters goodwill in business, and is the countersign of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad; and it is nature's best antidote for trouble.

—Submitted by G. Matthe

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WHEN PATRONIZING OUR ADVERTISERS MENTION "THE BUSINESS WOMAN"

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

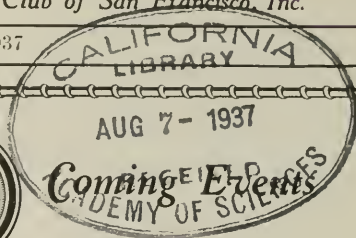
SPECIAL COLLECTION

Vol. 14

JULY 24, 1937

No. 30

Weekly Program



July 26—Civic Section—On Vacation

July 27—Dramatic Section, 7:30 P. M.

July 29—Choral Section, 6:45 P. M.

July 29—Thursday Open House, 8 P. M.

Hostesses

Helen Mielke, Chairman

Mary Fromhagen

Ellen Heady

Lillie Kuck

Blanche Johnson

Margaret Lewis

Josephine Clark

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 7:30 P. M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

CIVIC SECTION

There will be no meeting of the Civic Section during July. Watch The Business Woman for announcement of future activities.

EDNAH M. BUTLER, Chairman.

DRAMATIC SECTION

The Drama Section had a very fine and instructive meeting with Mrs. Hackett, July 13. We had an attendance of fifteen, with several visitors. Following our reading we enjoyed a skit, well done, by William Elias and Edith Lovell and an impersonation by our well-known actress, Dr. Crockett, which was also very fine and greatly enjoyed. After a discussion as to whether or not to hold an Annual Show or just have Studio plays, it was decided to take a final vote on same at our next meeting, July 27.

L. KUCK, Secretary.

CHORAL NOTES

Nothing throws such light on the life of a people as its songs. Over two thousand years ago Confucius wrote:

"Would'st thou know if a people be well governed, If its laws be good or bad?

Examine the music it produces."

The folk of all peoples have ever been singing, singing through times of war and peace. Singing to tell of their joys in life, of reverence, of love and of home.

ANITA K. MAYER, Chairman.

ON WITH THE DANCE

Summer vacation seems to have stimulated rather than decreased the activities of our various sections. Take the members of the Dancing Class, for instance, many of whom contend they get more real exercise in one class than in a two weeks' vacation. Mrs. Louise M. Nyma, the expert leader of this group, asks that those desiring to join the class get in touch with her. She may be reached at 1234 Jones Street, ORdway 1447, or at the Ohio National Insurance Co., 625 Market, GARfield 5122.

BUSINESS WOMEN, READ MORE!

Read more to know about your own human possibilities. It is wise old Socrates who admonishes us that the unexamined life is not worth living. The woman who does not put forth the effort to read a book that actually challenges her own philosophy or that will teach her a new thought from the lives of others, lacks courage in her own living.

Our world today is full of books, well written, fascinating and yet inspiring. Get one of them and have the courage to challenge your own point of view. If we business women feel that, with our own conceived philosophy alone, precious as it may seem to us and hard won, we can meet successfully all of life's problems, we labor under a sad delusion, indeed.

When you find such a book, read it twice. Have you noticed how much the girls who are reviewing the books are enjoying it? A great deal of their pleasure is due to the fact that, being forced to read so thoroughly, they have found something precious the casual reader has missed. Read more. For reading maketh a full man.

ESTELLE M. KANE, Chairman.

The Business Woman

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1840 Clay Street
Associate Editor.....Shirley Radke
Contributing Editor.....Ellen F. Heady
Club Reporter.....Cornelia Seeley
Advertising.....Caroline Silva

OFFICERS

President.....Amanda T. Heuermann
First Vice-President.....Hazel Oppenheimer
Second Vice-President.....Margaret Bell
Secretary.....Gertrude D. Tubbs
Treasurer.....Rose A. Bezek
Auditor.....Lola D. Stillman

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Grayce Dempsey Ethel M. Johnstone
Edith C. Floyd Enaid C. Jones

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Membership.....Nan G. Lawrence
Program.....Lucia Stedel
Reception.....Edna A. Rowe
Publicity.....Reta W. Marshall
Ways and Means.....Margaret Bell

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Estelle M. Kane
Choral.....Anita K. Mayer
Civic.....Ednah M. Butler
Dinner Hostess.....Margery E. Shaffer
Dramatic.....Vetura Dufield
Education.....Polly Hatch
Finance.....Ethel M. Johnstone
Legislation.....Zella R. Kimball
Public Relations.....Ednah Butler
Radio.....Genevieve Allen
Recreation.....Gertrude D. Tubbs
Remembering.....Bertha J. Dale
Research.....Phillis Bourne
Sunshine.....Matilda J. Schimpf
Transportation.....Nan G. Lawrence

MRS. IRMA BURLINGAME
Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
except Saturdays.

PURPOSES OF CLUB

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

Our Honorary President, Lillian MacNeill Palme is now ensconced in her lovely Los Gatos home for the summer, she hopes.

Mrs. Genevieve Allen has been elected President of the Democratic Women's Forum of San Francisco and is planning an extensive educational program, commencing in August or September.

Our "Grebbie" (Ida Rose Grebinar) vacationed, the light of the country in her eyes, and she brings Greetings from Ora Demick at her Mod County ranch home at Likely. Grebbie spent a delightful time and had the pleasure of meeting a group of Ora's B. P. W. friends from the Altura Club.

Barbara Greene sends Greetings to all her friends. She is still recuperating at 1436 Balboa Street-SKYline 2632, and would be delighted to hear from the girls.

Pearl Parr's nephew, John, met with an accident on Richmond Pier—broke both arms and is in the hospital.

Bert Stalder writes from Glendale that she will be returning to San Francisco on July 23 and is looking forward with "childish glee" to being in our midst again. Her address will be 954 Ashbury Street.

Your Club Reporter, Cornelia Seeley, will be back next week with her splendid column and, if one can judge from appearances, she is full of vim and vigor after a marvelous trip to the northwest, including Victoria and Vancouver. Cornelia and Edith Floyd report a glorious vacation and say one of the greatest thrills was in visiting the quaint English town of Victoria and seeing the sunset over the Straits.

A San Francisco Woman's Chamber of Commerce is being formed, with Mrs. Eugene Bowles as President.

Sixty-one members and guests enjoyed Dr. Friedman's detailed and very excellent review of the "American Doctor's Odyssey" at the last meeting of our Book Section. This is an ever-growing popular Section and the absent ones always miss a real treat.

Rose O'Brien enjoyed her favorite sport, golf, at Del Monte over the week-end.

Netta Libbing, one of our Club "pioneers," and Miss Dorothy Newell, of The Staff Kitchen, were among those who had their futures "revealed" at Thursday Open House last week.

WE CAN DO OUR BIT

Toward perpetuating the memory of that pioneer woman, SUSAN B. ANTHONY, who contributed richly to woman's suffrage and who entered the field when the fighting was hard. As early as 1852, she aided in organizing the first state woman's temperance society; she was active in the anti-slavery cause as organizer and secretary of the women's national loyal league during the Civil War. After the war she devoted herself to the woman's suffrage movement; in 1869 she organized, with Mrs. Stanton, the national woman suffrage association. She was widely known as a lecturer and wrote a large part of the four volume work entitled *History of Woman Suffrage*. Miss Anthony died in 1906. She is the only woman to grace a postage stamp and, while we are not all stamp collectors, we do all use 3-cent stamps. Why not ask for and get SUSAN B. ANTHONY stamps, and thus absorb some of San Francisco's 700,000 allotment? When this issue is exhausted more will be printed, and more and more—depending upon us.

OUR ADVERTISERS

'The mountain has moved' right into San Francisco, so to speak, in the way of two delightful near-places to vacation. One we learn of through Lillian Palmer who sent us the ad for Wm. Smeltzer's Los Gatos apartments with the *City Convenience* and *Country Freedom*. Lillian tells us she hopes some of the girls will decide to go there so they can live half of the time with her.

The Orchard Home at Saratoga offers another very desirable place, even for week-ends. Why not keep up a congenial party and pay them a visit?

R. C. A.

NEW MEMBERS—Attention! See that R. C. A. I tell you thereof. The regulation name of the Recreation. During popularization of the habit, the idea suggested to adopt one, hence, RECREATION, COME ALONG: R. C. A.

The aim of the Chairman is to offer as much recreation as is available at a figure as low as practicable. First nights at the theatres—gallery seats. When announcements appear in the Business Woman, you wish to join the party, get in touch with me: First come is first served. To be alive in San Francisco and her individuality is a goal. Walks of modest length, trips to all corners, topped with teas and an exchange of ideas, reflect a happy Sunday. In summer, adventures about the Bay Area, accepting the hospitality of members who proffer their country nooks to the group. Friendliness and understanding and diversion for those a bit lonely, with surplus time, or the yen to get together. Do not hesitate to come right along, I'll do my darndest to make you glad you came. Your sister or your friend also welcome. Reservations not necessary, less specified.

SUNDAY, July 25th: We sail the 10:45 Sausalito boat at the Ferry; at Sausalito, we take the bus for spin to Belvedere. A walk around the attractive meadows and gardens as far as we feel the urge; for those sittingly-inclined, there are little settees for relaxation; returning to Sausalito, we eat at Sea Ray, on the water's edge. The weary return via boat; the energetic via bus to the bridge approach and a prance across the Golden Gate. Fare—40 cents, seats—60 cents.

THURSDAY, August 12th: At the Alcazar, opening night of "POWER." Price 40 cents—best seats.

GERTRUDE D. TUBBS, Recreation Chairman.

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It would both get and save."

Old English Proverb.

HAZEL OPPENHEIMER

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OPEN HOUSE

Another delightful Thursday evening has passed into history. Many guests, cards, chatting and the six masters of the art of fortune telling were kept busy far into the night.

We thank Margaret Bell, Harriet Blockburger, Norma Beyer, Grayce Dempsey, Dorothy Nelson and Betty Walton for their gracious and tireless efforts to look into the future.

For the dainty sandwiches which were donated by Miss Dorothy Newell of the Staff Kitchen we are indebted, and hope some of our socially-minded members will keep Miss Newell in mind for refreshments that are *different* when next they have a party.

Our thanks are extended to Anita Mayer, Louise Nyma and Marie Jensen for the delicious cakes which accompanied our tea.

Our charming hostesses, Lucy Edwards and Helen Mielke, were assisted by pinch-hitters Florence Attridge, Isabelle Banz, Lulu Brunsing, Grace Leonard and Ruth Shaw. We thank them for a lovely evening. Where else in San Francisco could you find such a friendly spirit? Thursday evenings at the B. & P. is the time and the place.

FRANCES J. EAGAN.

Please add the following names to your Roster:

Averill, Blanche (Mrs.)

Res., 1150 Union St.—

Bus., 2137 Union St.—FI lmore 3121

Peninsula Fur Co., Owner

Fitzhugh, Mabel L. (Mrs.)

327 Cherry St.—SK yline 3444

Physical Therapy Technician

Katich, Marie (Mrs. Marko)

Res., 1118 Fresno Ave., Berkeley

Mgr., Nu Form, Hotel Mark Hopkins

—EX brook 3434

McKay, Ethel (Miss)

Res., 1644 Clay St.—GR aystone 3842

Stenographer, McCutchen Olney Mannon & Greene

1400 Balfour Bldg.—DO uglas 3131

Rogers, Pearl E. (Mrs.)

Res., 49 Dorland St.—HE mlock 8223

Bookkeeper, Pacific Plumbing & Heating Supply

1015 Folsom St.—UN derhill 7680

Sohl, Rachel (Miss)

Res., 322 Ellis St.—OR dway 6116

Field Nurse, S. F. Health Dept.

101 Grove St.—UN derhill 4701

Please make the following correction in your Roster:

Hancock, Bertha (Miss)

837 Geary St.—Prospect 6248

Clerk, Sussman, Wormser & Co.

155 Berry St.—EX brook 2474

A CORDIAL INVITATION

The following letter was written by Tillie McCa Corresponding Secretary of the Hayward Business and Professional Women's Club to our President Amanda Heuermann:

"I suppose, like the rest of us, you find your club at loose ends for July and August. If you have no too definite plans for July perhaps you and your members could be interested in joining us (Hayward B. P. W. C.) in a 'no-host' Italian Night.

"Just on the out-skirts of Hayward we have a charming little place called Club Castro Villa—we call it 'Mike and Mary's.' They serve a grand Italian dinner for 65 cents.

"Hayward Club will provide several Italian program numbers as well as mimeographed sheets of Italian songs for community singing. Perhaps other clubs will bring program numbers also. We all exhort your heads in bright colored cloth, don a pair of curtain-ring earrings and a string or two of Mrs. Woolworth's beads and enter into the gay Italian spirit of play.

"Mabel Spizzy, State Music Chairman, will be in Oakland and has promised to join us. We are hoping our District President will come also.

"This letter is being sent to Alameda, Oakland, Berkeley, San Leandro, Livermore, El Cerrito, Richmond, San Francisco and San Jose. We do hope they will all come. Won't you persuade your members to join us?

"The place: Castro Villa, Hayward.

"The time: 6:30 p. m. Tuesday, July 27, 1937.

"The price: 65 cents.

"DISTANCE from San Francisco: 45 minutes

Please make reservations with Mrs. Burlingame for this party as early as possible.

COMING EVENT

The world tour of the famous Colleen Moore doll house, costing \$435,000 and exhibited for the benefit of crippled children, will be shown in San Francisco beginning July 26.

Mayor Rossi, who extended an official invitation to the motion picture star to exhibit the fairy castle in this City, yesterday received the following telegram of acceptance:

"Thank you ever so much for your cordial and official invitation to visit San Francisco with my doll house. I am delighted to accept and am now making plans to exhibit the fairy castle in your City beginning July 26. We hope for an attendance of more than 100,000 persons and I am happy that I will be able to be present."

The doll house, which is nine feet square and twelve feet high, has been exhibited in major cities throughout the United States, net proceeds going to established agencies aiding crippled children. Within its towers and battlements is a series of rooms containing two thousand handcrafted furnishings. The castle, which took nine years to complete is rich in gems and precious metals, and is the product of 700 workmen, artists and craftsmen.

It was built by Miss Moore in gratitude for recovery from a serious early-life illness.

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

1. 14

JULY 31, 1937

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No. 31

AUG 7 - 1937

Weekly Program



RECEIVED
CLUB OF S.F.

August 3—Dinner, 6:15 P.M.

Western Women's Building.
Business Meeting.

August 5—Choral Section, 6:45 P.M.

August 5—Thursday Open House, 8:00 P.M.

Hostesses

Lucy Edwards, Chairman

Mary Prange Grace Leonard
Pearl Parr Caroline Silva
Lucille Caesar

August 6—Dancing Section, 7:30 P.M.

Please make dinner reservations early at Club Rooms, PProspect 8347

SECTIONS

Book—Second Monday, 7:45 P. M.

Civic—Fourth Monday, 7:30 P. M.

Dancing—First and Third Fridays, 7:30 P.M.

Dramatic—Second and Fourth Tuesdays, 7:30 P. M.

Swimming—Wednesday, 5 to 9 P. M.

Choral—Every Thursday, 6:45-7:45 P. M., at Club Rooms.

DANCING SECTION

Those who wish to join the dancing class may all do so. The main aim is physical culture, as well fun and entertainment.

We were glad to greet the new members last week, but those of you who are away vacationing, we miss you too, so hurry back.

Come early, then we can accomplish more — say 30.

BLANCHE AVERILL, Secretary.

ARTICLE XVI

Endorsements

"Section 1. The name of this Club shall not be changed in the endorsement of any enterprise, person, policy, or legislative measure, except by a two-thirds vote of the members present and voting on and after notice of such proposed action has been mailed to each member at least three (3) days previous to the meeting when action is taken."

Pursuant to the above, please be advised that at the Business Meeting to be held Tuesday, August 3, the matter of the endorsement of Mrs. Letitia B. Barber, for the position of deputy city attorney in the office of the City Attorney of San Francisco will be presented to the membership for consideration and vote.

GERTRUDE D. TUBBS, Secretary.

R. C. A.

Sunday, August 8th — we'll go forth — so hold the date! Not yet certain as to location!

Thursday, August 12th, at the Alcazar to see the opening night of "Power." Price, 40 cents — best seats.

GERTRUDE D. TUBBS, Recreation Chairman.

THAT CHORAL!

"Um tidi-um-tum tum-tum!" Hear that Choral! You'd be so surprised to watch its growth and development these six months.

And lucky! Say, the day that brought Trissie Miller to our club was a BIG DAY for Choralers, 'cause Trissie brought us our Director, Pauline Williams — she's an ace! Enthusiasm, vision, understanding and leadership — all hers. Also, when that group of dwindling choralers picked our Anita for Chairman, they struck twelve. Anita knows the art of building and of holding. With thirty-five members, and a waiting list, the over-worked secretary, Mary Wilkening (she's a dear, cooperative and always in good humor) has a regular set of books. For the benefit of the Membership Chairman, Anita permits new members to squeeze within this exclusive circle without delay. Confidentially, they are dolling up, too, yes, getting fresh new singing toys—whoo! Watch out for their debut! You'll be right proud of the Business and Professional Women's Choral!

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 Secretary.....Gertrude D. Tubbs
 Treasurer.....Rose A. Bezek
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DIRECTORS

Grayce Dempsey Ethel M. Johnstone
 Edith C. Floyd Enaid C. Jones

MRS. IRMA BURLINGAME
 Executive Secretary

Office Hours from 11 a. m. to 4 p. m.
 except Saturdays.

COMING EVENT

On August 19, we are going to have a *Friendship Evening* for our new members. We urge all the older members to come and get acquainted with the new members.

There is to be a program. Under the direction of Mrs. Pauline Williams, the following quartet will sing for us:

Jeanette McIlwraith, soprano; Anita Reed, alto;
 David Darr, tenor; Wesley Mack, baritone.

In addition, we will have some dancers from the Lucile Byrne's Dancing Studio (costume dancing).

We want to make it a pleasant evening for all, so come and show your friendship toward our new members.

EDNA A. ROWE, Reception Chairman.

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FLORENCE P. BOSSE

TAHOE, CALIF.

CLUB NOTES

By CORNELIA SEELEY

Charlotte MacQuaig was married in Reno, Nevada, a few days ago to Mr. Joseph P. Baloun of San Anselmo. Here's wishing Charlotte and her new husband much happiness!

Ella Allen had her sister, Mrs. Flora M. Miles, as her guest at the Club on Thursday evening.

Mrs. Elizabeth W. Middleton was a guest on Thursday evening and many of the members enjoyed a chat with her.

Lina O'Connor recently returned from a grand vacation at Brookdale Inn. She is now enjoying a visit from her sister, Mrs. Corr, whose home is in Edmonton, Alberta.

Enaid Jones' mother is leaving about August 1 for Chicago where she will be joined by her sister from New York and the two ladies will travel through the East together before going to New York where Mrs. Jones will visit until October.

Mae Barr Long has been in Los Angeles on a business trip.

Hazel and Stella Ramon and their mother are spending a month down the Peninsula in order that they may enjoy some real summer weather. They are domiciled at Miss Harker's in Palo Alto and the girls commute to their offices.

Phoebe Wramp and Julie Petterson are vacationing in Marin County.

Marie Crandall is having a grand motor trip with her cousin. They are touring to various points in British Columbia and the northwest and will last away two weeks.

Sylvia Kempton had a week's motor trip to San Diego and the desert.

Jean Kerrison sends a card to say that she is enjoying her travels through Glacier National Park.

Violet Neuenberg writes from Lassen National Park where she has been enjoying varied vacation pleasures.

Miss Georgia Shropshire, former President of the Southern District, was a visitor at the Club room on Monday, July 19. Miss Shropshire is editor of "El Mirador," the publication of the Alhambra Business and Professional Women's Club. She was accompanied by Lu G. Miller, who is also active in B. & P. W. affairs in the southern territory.

Frances Emans and Hazel Norcross, well-known Federation members from the Southern district, spent Sunday, July 18, in San Francisco. They are on a vacation bound to Vancouver and Victoria and will stop over for the day at the Western Women's Club on their way home.

Daisy Prechtel's sister wrote such a nice letter extending thanks and appreciation for all our members did for Daisy. She also told us how much our club always meant to Daisy and added it had kept her from being lonely.

D. Roach Withers writes from General Grant National Park that she is having a delightful time up there, going on drives, tramps, attending concerts and visiting old friends.

Rose O'Brien not only played golf at Del Monte over last week end but also attended the "Jubilee in Panama," an entertainment put on for the pleasure of guests.

Elizabeth Dutot is away again — this time to beautiful Santa Barbara, for an indefinite stay.

Another victory for Cupid! Esther M. Stephen was married on Saturday, July 24, at the home of her sister in Oakland, to Mr. Fred Lawlor. Our good wishes are extended to the bride and groom.

CHEERS GALORE

or the House of Representatives! Section 213 of the 1932 economy law has been a thorn in the side of every person who protested its requirement: that husbands or wives should go first in personnel reductions if both are employed by the Federal Government. While not intended to act as a discrimination against women, it has proved such in actual practice. Eighty per cent of the married persons laid off have been women. The application of the law has been unfair in many ways — a few bureaus only, were affected and most of those let out were in the lower-salary group.

The Senate has followed in the steps of the House in voting the repeal of Section 213 and the bill is now in the President's hands for signature.

Women, married or single, and men take the same examinations for Civil Service — and their employment should be determined solely on merit, ability and efficiency. S. R.

TIMELY TOPIC

We enjoyed another interesting *Timely Topic* discussion at our dinner on Tuesday evening, June 20. The talk was given by Mr. John Thompson, Foreign Editor of the *San Francisco News*, who gave us a very vivid description of the war which is being waged between the Japanese and Chinese in North China.

He told very entertainingly of a trip he made from Nanking to Peiping on a train full of Japanese soldiers and how these Japanese were always fearful of any foreigner until they found they were unarmed; how he had visited with the generalissimo in Japan and got to talk to the man who never talks to any one. But Mr. Thompson says he is still waiting for the answers to his questions, as the Japanese never give out any information.

He told of how all the railroads, bridges and even highways are guarded with machine guns and if the bridge is long enough it may have a gun at each end.

After his description of the China-Japan situation he told of some of the difficulties that are arising over the independence of the Philippine Islands. He then gave us short excerpts from the Peace Conference he had attended at Buenos Aires, telling us that the people of South America had at last found out that they could put confidence in us. He said that should a war be declared in any of the foreign countries it would be almost impossible for us to keep out of it, as we had to fight to keep the big fellow from getting too big, as we did during the World War. He stated that, although the American women were in favor of peace, the best way to have peace was to be prepared for war by making our defense so large all nations would be afraid to attempt invasion.

ELLEN F. HEADY.

It's always later than you think!

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IN THE HILLS OF MARIN

Members of the Dramatic Section hied themselves away to Effie Gillespie's delightful cottage at Lansdale, on Sunday, July 18th, and enjoyed a happy day basking in the sunshine of marvelous Marin.

We arrived about eleven in the morning and immediately made ourselves at home and, with the assistance of Effie and her convenient kitchen of a thousand gadgets, one of the most delicious repasts we have enjoyed in a long time was prepared — baked corned pork, done to a turn, by Vetura Dudfield's mother, salad, ice cream, cake and all the other fixin's that make a picnic complete — and did we eat — never was so much food consumed by fifteen women!

The afternoon was spent in various ways, playing cards, games, and some of the girls feather-stitched a few of Effie's coat hangers, which they carried home with them.

We missed having our President, Amanda Heuermann, with us, but she sent a very nice letter and accompanied it by a delicious box of chocolates, which were greatly enjoyed by all.

We reluctantly pulled ourselves away around 9 P.M. and had a delightful trip home across the new Golden Gate Bridge in cars supplied by Charlotte McClelland, Enaid Jones and Josephine Rudasill.

Join the Dramatic Section if you want to have fun, for Vetura has promised us another treat soon. E. F. H.

THURSDAY OPEN HOUSE

July 22nd saw another pleasant open house completed. There were five bridge tables and a table of "Pounce." Those who were too tired to play cards relaxed and talked.

There was much hilarity at one corner of the room and, upon investigating, found pictures of Anita Mayer's picnic being passed around, as well as a picture revealing the secret as to why our Club Reporter, Cornelia Seeley, went to Victoria!

At the close of the evening, three very agile members of our dancing class, Helen Mielke, Vetura Dudfield and Lucy Edwards, gave an exhibition of limbering exercises, for the benefit of the last stragglers. Anyone inclined to be a "stylish stout" should join the dancing section if they wish to reduce, because I'm telling you, you can't possibly hold onto that avoirdupois if you do the exercises these girls exhibited on Thursday evening.

If you haven't visited the club rooms on Thursday night for some time, do come and see what fun we have.

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IN 1939

The 1,500 clubs comprising the National Federation of Business and Professional Women's Clubs will join in a celebration of the definite and certain gains women have made during the past century. Instead of sitting down and being distressed over the suggestions of discrimination against women and a lessening of opportunities for work, we are going to "count our blessings." And we are going to tell the world about them, too. There will be exhibitions at both world's fairs, at New York and on our own Treasure Island in the Bay — and a speaking program that will emanate from every club in the country. This celebration will serve a double purpose — to celebrate the progress of women in economic fields and to strengthen our present position with regard to salaries, opportunities, and employability.

Mrs. Carrie Chapman Catt is responsible for the idea of the celebration and was inspired by the observations of Harriett Martineau, an English journalist, recorded on her visit to the United States a hundred years ago. Mrs. Catt, naturally, will be on the committee, with Secretary of Labor Frances Perkins, Dr. Mary Wooley, Mrs. Young (Ruth Comfort Mitchell), Mrs. Emmet Finley, Miss Margaret Cuthbert, and Miss Helen J. Sioussat.

One hundred years ago Miss Martineau found just seven occupations open to women, with teaching and domestic service in the lead. Today, over five hundred occupations are open to women. One hundred years ago, fifty and seventy-five cents a week was the average salary for teachers — one who earned \$2.25 a week was considered very well paid.

It is expected that this program will convince women that they are decidedly well off today, and it is hoped that it will urge women to defend their rights and fulfill their capacities and responsibilities.

In this connection, Miss Charl Williams, at the Biennial Convention at Atlantic City, stated that educational institutions and leading organizations of business and professional women will be asked to cooperate "in a thoughtful, analytical piece of work which will open new doors of opportunity and understanding for business and professional women."

Another move in this direction is the Federation's organization of a council of business and professional women's associations to which four other groups have adhered and three more are considering joining. The council will undertake no legislative action in its own name, but will serve as a vigilance committee to try to check any backward steps for women, particularly employed women. It will turn its attention to civil liberties for women, protection of the right of married women to gainful employment, general improvement of the status of women, and the promotion of international understanding.

The financial report, read at Atlantic City, shows that the Federation has set an example in its own business procedures. Its income from dues for the past year was \$136,014.17, of which there is an unexpended surplus of \$7,150.27.

A definition of duties and qualifications of officers and committee chairmen, from the national group to local clubs, was formulated at Atlantic City. Miss Williams recommended the establishment

of a code of ethics to guide the membership in ofacial and personal relationships.

Such are choice tidbits from the Biennial, gleaned from a detailed report by one of the retired National officers, Miss Marjorie Shuler, in the Christian Science Monitor. You have read the reports of California delegates in our local papers, but the morsels enable us to enlarge the border of our tent to include the activities of the entire organization. S. J.

DO YOU READ YOUR NEWSPAPERS?

And, did you see the article in the "News" of Thursday, July 22, dealing with the change of Miss Eugenie Schenk as welfare director of San Francisco and quoting Mr. McAuliffe as saying, "Under the reorganized set-up authorized by the recent charter amendment, much more work is to be heaped on the shoulders of the welfare director and members of the commission feel a man is needed for the most arduous task."

Of course alert Club women were immediately defending their rights, and, upon contacting the two women members of the welfare commission, finding misstatement had been made in the newspaper and that both Miss Ruth Turner and Mrs. E. M. Prince, the welfare commission members referred to, are in hearty accord that the city of San Francisco needs women of the right caliber in executive positions. And that this job must be filled solely on merit and ability, regardless of sex. Our real task is to see that fairness is meted out, because women are capable of performing the most arduous tasks. Our goal is a better world for men and women and to accomplish this it must be a more just world.

ON FRIENDSHIP

I have sped o'er many miles of land and sea, and mingled with many people,
But never yet have found a spot unsunned by human kindness,
Some more and some less, but all can claim a little
And a man may travel through the world and sojourn
it thick with Friendship.

A WOMAN TO THE RESCUE

We natives of the West may know little or nothing of the quaint, tiny Island of Nantucket, established about twenty miles off the Massachusetts coast. Nevertheless, Nantucket has been very much in the limelight lately, because a steamship struck just about put it off the map entirely. Immediately some cried for "secession from the States," but a woman came to the rescue. Postmaster Alice Roberts quietly demanded a government cutter to transport mail back and forth. This awakened others to intelligent action, and private boats were pressed into service to bring over passengers and foodstuffs and planes did the rest. And so life goes on about as usual, regardless of labor difficulties on the mainland. S. R.



